

The Fellow Who Makes Us Laugh

We crown the great artists with laurel
And sing to them peans of praise;
We banquet the makers of cities
And lift them to fame in our lays.
But I want to pay one little tribute—
Less gaudy than earnest by half—
And my wreath of roses I want to send
To the fellow who makes us laugh!

You know how it is who have labored,
And worried and fretted, all day,
To meet with, in person or paper,
The fellow who laughs it away.
Who takes us when least we expect it
And turns us from sorrow to cheer
With a twist of his thought that's so funny
Our troubles at once disappear.

I tell you, he's worth all the ages
Can give him of praise and of love,
Who has helped us to look out of trouble
To the peace of the blue skies above;
And to feel that no matter what happens
We'll do all we can to go on
With our hope and our faith on the promise
Of a better day surely to dawn.

He may not put pence in our purses,
Nor help us grow wealthy and grand,
But he teaches us all our reverses
Are lessons that help us to stand
In the face of the blight and the battle
And go forth again to the fray
With a spirit of sunshine and laughter
That will chase every trouble away.

Oh, here's to the king and the captain,
And here's to the soldiers in line;
And here's to the man in the paper—
I think I can see his eyes shine—
The actor, the artist, the genius,
Whoever he is, with his chaff—
My wreath of roses I want to send
To the fellow who makes us laugh!

The Crowded Country

Give me the crowded country
Instead of the lonely streets
Where no man is ever a neighbor
To the teeming throng he meets.
Give me the dream-thronged highway,
The company of the lanes,
Peopled with myriad sunbeams,
Populous now with rains.

They call it the lonesome country
With nothing at all to do,
And nothing at all to happen,
And nothing that's ever new.
But give me the haunted meadows,
Where a thousand beauties lie,
And the little folk of the hillside,
That the bloomy winds blow by.

I can walk the streets that are canyons
And never know black from white;
But the thoroughfare of the byway
Are crowded morning and night
With friends that I'm always meeting,
And notions and thoughts more sweet
Than the rolling millions of humans
Can find in the city street.

There are ideas growing like berries
On every bush in the lane;
And spring with its luminaries
To bring old neighbors again;
And oh, for the flower-sown summer,
And the autumn that talks in tones
Of lights on the hills of beauty
Far-flung from a thousand zones.

You've murder and old libations,
And scandal and tales of sin,
And roaring and lamentations,
And streets of the devil's din;
But over the hills and valleys
The newsboys are crying sun,
And the morning of revelations
In the orchard-lot has begun.

WHEN YOU SEE



"DOUBLE A"

Remember it came from

The PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



EVERY time you fill a paper bag with sugar you LOSE time, LOSE the cost of bag and twine, and you may LOSE some overweight. You must take all of these chances on such a narrow margin of profit that selling sugar in paper bags means selling it AT A LOSS. On the other hand, by selling **FRANKLIN CARTON SUGAR** you SAVE time, SAVE cost of bag and twine, and SAVE overweight, all of which means selling sugar AT A PROFIT. That's our proposition in a nutshell. Every word is true, and worth your serious thought, because you sell too much sugar to be careless about it. **FRANKLIN CARTON SUGAR** is appreciated by consumers because of its *quality* and *cleanliness*; once introduced it displaces "paper bag sugar." Any jobber can supply you.

FRANKLIN CARTON SUGAR is packed in original **CONTAINERS** of 24, 48, 60 and 120 lbs.

Franklin Carton Sugar is Guaranteed Full Weight and refined CANE sugar.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar."



FINE COFFEE

Thousands upon thousands of enthusiastic folks are saying so about "White House"—always with the emphasis upon "Fine"—because that's the Right word to use. Some of those thousands are YOUR customers—or they MIGHT be.

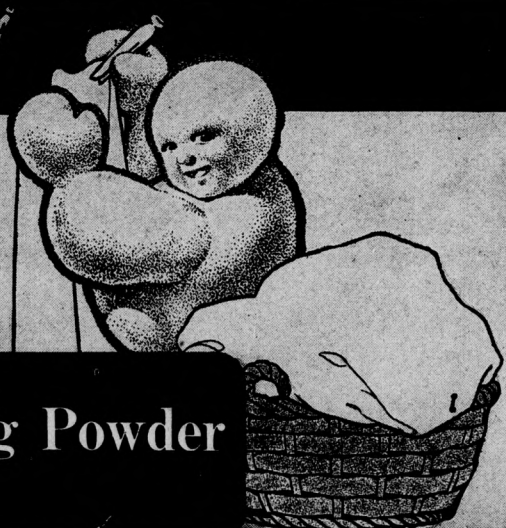
Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.

next time

Don't forget to include
a box in your next order

Lautz **Snow Boy** Washing Powder

Lautz Bros. & Co. Buffalo, N. Y.



MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JANUARY 14, 1914

Number 1582

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CENTENARIES OF 1914.

Centenaries of great men and great events are numerous in this year of 1914, and if the American and other nations should stop to observe them all celebrations would be almost a continuous feature of the coming twelvemonth. One hundred years ago America was fighting its second and last war with England, and Christmas day of this year will be the 100th anniversary of the signing of the treaty of Ghent, and will mark a century of peace among English-speaking peoples, which is to be fittingly celebrated on both sides of the Atlantic. In the summer of 1814 the British occupied Washington, and set fire to the Capitol, there was hard fighting on the Niagara frontier between the land forces of the warring nations, the battle of Lundy's Lane being the most serious engagement of that campaign; Commodore MacDonough fought and won the battle of Plattsburg against the British fleet on Lake Champlain. This year, too, is the centenary of "The Star Spangled Banner." Its birthday is September 13, and Francis Scott Key's inspiration was the battle of Fort Mchenry, where through the glare of the firing during the night he could see the colors floating above the ramparts and where at "dawn's early light" they still flung defiance to the enemy. Late in the year came the battle of New Orleans, the last of the war, almost at the moment the treaty of Ghent was being signed.

On the other side of the Atlantic, the year 1814 opened with Napoleon's star descending. March saw the Emperor trying vainly to roll back the invasion of the allied armies. Then came the surrender of Paris to the allies and in April the abdication of Napoleon and his banishment to Elba. This year of 1914 is the centenary, too, of two great epoch-making inventions—those which made possible the railroad and the modern newspaper. On July 25, 1814, George Stephenson demonstrated the first successful locomotive to draw a load upon rails and November 28, Koenig

proved the success of his steam driven printing press by printing on one side 1,800 copies of the London Times within an hour. His invention was the forerunner of the printing marvels of to-day, and his demonstration is a memorable one in the annals of typography. Still another centennial event of this year is the completion of the first steam vessel of war ever built. It was designed by Robert Fulton under an appropriation of \$320,000 by Congress, which authorized the construction of one or more floating batteries.

As a centenary of the birth of famous men, the year 1914 is noteworthy. Samuel J. Tilden, Governor of New York and Democratic candidate for President in 1876, whom his party still maintains was elected, was born February 9. John Lothrop Motley, historian and American diplomatist; Charles Reade, English novelist and playwright; Samuel Colt, inventor of the revolver; Gen. Joseph ("Fighting Joe") Hooker, one of the Union commanders in the Civil War; Edwin M. Stanton, famous as Lincoln's secretary of war, are a few of the famous men the centenary of whose birth occurs in this year.

Every institution ought to stand for something. A business house that puts out good goods one week and poor goods the next necessarily has no standing with the trade. The same is true of an opera house. Powers Opera House in this city appears to be conducted with absolute disregard of the fundamental principles underlying all good business. For instance, it gave Grand Rapids people a clean and wholesome play—Peg o' My Heart—ten consecutive nights; then it devoted a week to Within the Law, presented by a company that would disgrace a third rate theater in a country town. Strangers coming to Grand Rapids naturally look for something good at Powers Opera House. Unless they take occasion to post themselves in advance, however, they are more likely to get stung than otherwise. The result is the opera house has no reputation for probity and excellence, such as the leading place of amusement in a city the size of Grand Rapids ought to have. People who go to the Majestic know just what they are getting—a third-class entertainment at a second-class price—but people who pay \$1.50 or \$2 for a seat at Powers ought to be protected against such an imposition as they received all last week at the hands of the management. It was a downright swindle—as arrant as the gambler's game—and should receive the same punishment as is accorded the pickpocket or gold brick operator.

WHY BLAME THE WOMEN?

One of the numerous conferences on the high cost of living, at a meeting in Philadelphia, has declared that it has discovered the reason. It charges it in the first place to wastefulness on the farms and in the cities, then to failure to fertilize and cultivate millions of idle acres in this country, thirdly to inadequate means of getting farm products to the consumers, and lastly to the extravagant desires of housewives. It will be difficult to convince anybody who has ever owned or worked on a farm that, from one point of view anyhow, there is a great amount of wastefulness. On the contrary, there is a vast amount of economy and scrimping. That more acres might be cultivated is doubtless true, but the difficulty is to get men enough to cultivate the acres that are already arable. Working people prefer to hang around the cities, when manifestly some of them could do better in the country. If there is any way of inducing more men to work on farms, the individual incomes from this source would be lessened, but it is quite probable that the price of farm products would be lowered.

If all the railroads have to pay rapidly increasing operating expenses it will be impossible for them to reduce freight rates and thus make transportation cheaper.

Granting that there is a considerable argument which can be invoked in favor of these previous propositions is only stating, not solving the problem. How are these needed improvements to be brought to pass? Who is to coax the people into the country, where they would be entirely unfamiliar with the work, and many of them would surely have a hard time, for a while anyhow. The Philadelphia conference must have been composed of men, or else they would not have offered the last reason, and by its position given it emphasis. They charged "extravagant desires of housewives" with the high cost of living. This may be reckoned a characteristic proceeding when it is recalled that Adam, after getting himself into trouble laid it to Eve, the only woman on the premises he could find to blame. It can be safely set down that the housewives are not any more extravagant in their cooking and the management of domestic affairs than the men in the family demand. When the turkey comes on for about the fifth time, it is the man who objects. He insists upon it that the meals shall be to his taste, and his taste is liable to be wealthier than his pocketbook. Because the good wife, or mother, or sister provides what he asks, and for which he is naturally expected to pay the bills, the circum-

stance affords no warrant for him or anybody else to blame the woman because she did what he had requested. The standards of living are a great deal better than they used to be, and everybody, presumably, has better things to eat and more of them, and there might still be further improvement, but whatever there is of it in a financial way ought not to be blamed on the woman, or at least not all of it.

PROFITABLE SIDE LINES.

They are all around you. No question about that! And they may mean much if you but have the shrewdness to grasp them carefully and with common sense. They depend so much upon your surroundings, your patronage, your very self, that no one else can select them for you. The equation is a purely personal one, to be worked out by yourself. Avoid what you have no faith in; that is, if, after a careful investigation, this is your opinion, even though others may strive to make you think you are wrong. But having once decided to take up a certain line, decide at the same time to push it for all there is in it. Very few side lines will work their way to the front when the only fostering help accorded is a bit of shelf room. There must be some propelling power to render any force available. Water will go up hill, but it must be pushed up.

Avoid selections which are neither attractive nor useful to your customers. Every place has its standards of requirement. These may be gradually raised, but take heed that the intermediate steps are not rudely skipped. Automobile supplies would be a poor source of profit in a mountain country so inaccessible to the machine that tourists studiously avoid it and with no owner of a machine for miles around.

Aim not only to select findings which fit into the present day life of your people, but make them in some way of service, rendering out-and-out purchase less a necessity. The patching of the old coat does not hinder the purchase of a new one, but rather serves as an additional incentive toward getting good material, which will not require patching the first thing. Keep a careful record of gains and losses in all your sideline departments. Widen out along those which prove profitable; and if the others, after a thorough test, cannot be made to pay, drop them and make up something else.

The man in the small town with no newspaper as an advertising medium can find no better means of publicity than publishing a little newspaper of his own for general distribution.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Jan. 12.—Learn one thing each week about Detroit: Detroit has ten firms manufacturing paper boxes.

Joe Hirschman, general merchant at Mesick, was in Detroit last week with smile, baggage and want books. Joe has one of those irremovable smiles that couldn't be jarred loose by a steady stream of traveling men calling on him on a dull day—and that will get most of them.

"Pommes Colletteres" and "Petils Pois a La Françoise" were on the menu at the veteran traveling men's banquet. They were served without orders, thereby saving much embarrassment to those who were unable to say it.

Congratulations to Grand Rapids and C. H. Mehrtens. To Grand Rapids for its new Hotel Mertens and its retention of Mr. Mehrtens as a citizen; to Mr. Mehrtens for his progressiveness and faith in the future of the city he calls his home.

One of the largest crowds that has attended a meeting of Cadillac Council, No. 143, turned out to attend the regular meeting Saturday night at St. Andrews hall. The Council organized a traveling men's death benefit association along the lines of the Grand Rapids organization. Resolutions on the death of the late Grand Treasurer, Henry E. Perry, received from Waterloo, Iowa, and Saginaw councils were read. Five husky traveling men were presented with U. C. T. buttons after the usual sedate initiatory ceremonies. The new members are as follows: Francis Tyler L'Van (Michigan Brokerage Co.); Chas. E. Allinger (Chas. A. Strelinger & Co.); Francis B. Rubaczewski (Beecher, Peck & Lewis); Fred L. Pease (Lee & Cady) and J. I. King (Larns & Bros. Co.)

Some men waste valuable time telling what they are going to do, while others do it and let someone else tell what they have done.

More noticeable in the business called politics.

Robert E. Ferguson, formerly of the Jones-Witter Co., of Columbus, Ohio, has accepted a position with Burnham, Stoepel & Co. and will cover the territory in Northern Ohio. Mr. Ferguson is an old hand at the dry goods business, although young in years, having covered the same territory for the Columbus concern for eleven years. His home is in Bucyrus, Ohio, where he will make his headquarters.

Poverty is what Sherman said about war—how would you like to work for Ford?

A. J. Myers has moved into his new location on Gratiot avenue in the store formerly occupied by Brushabers. Mr. Myers conducts a furniture store and his business has been growing steadily until he was at last compelled to seek larger quarters. Besides his furniture business, Mr. Myers carries a line of carpets, rugs, etc.

It's up to the writer to apologize for the way the Tradesman spelled Joe Bracht's name in the last issue. Joe says, after living in Grand Rapids so long, he doesn't mind having his identity covered up as much as possible, but he would rather have his front name changed than his hind name—this he has already done, for in Detroit he is known as John Bracht. Accept our sincere and humble apology Joe—John.

On the other hand, a fellow who lays by a portion of his earnings doesn't have to worry about his boss declaring him in on a dividend.

To know a thing is one matter and to do it is another—do as we say, not as we do.

The Detroit Retail Hardware Dealers' Association held a banquet and smoker on Thursday, Jan. 8. The following officers were elected: President, J. B. Draper; First Vice-Pres., Charles Raymo; Second Vice-Pres., Wm. Cross; Treasurer, A. Lemke (twelfth

consecutive term); Secretary, O. J. Darling (eleventh consecutive term). Wm. Moore, who conducts a hardware store on Russell street, led the orchestra and if Mr. Moore was trying to sell a half dozen furnaces to a likely prospect, he couldn't have worked harder to please the crowd. By the way, even though he be in the hardware business, "Bill" is no tin pan musician. The Association will give a dance at the Knights of Columbus hall on Jan. 22. After a pleasant evening, listening to speeches, stories and "hitting the pipe," the party broke up in plenty of time to catch an early car.

Detroit Council, No. 9, will hold its regular meeting at its hall next Saturday night. Members of No. 9, kindly bear this date in mind and make arrangements to be on hand.

A traveling man carried away a pin cushion from a Lansing hotel a few days ago for a souvenir. He was arrested and fined. Now why not refuse pin cushions, dresser covers and bedding to the few thousand other traveling men?

Honesty is the best policy, exclusive of those written by some insurance companies.

Mr. Ballantine, of the Soo, who has been in Port Huron, where he has been assisting his brother, who owns and conducts the large department store known as the Ballentine Co., has returned to his home.

George B. Forrester, of George B. Forrester & Co., general merchants of Deckerville, accompanied by his wife, has gone to Florida to spend the winter and, incidentally, secure a much needed rest. The store will be left in care of Lee Morden. Mr. Forrester is particularly fortunate in having such an able manager as Mr. Morden, with whom he can entrust his business.

Arthur W. Graham, of the Graham Clothing Co., of Carsonville, is another to seek the warm breezes of the gulf stream, having started for Florida last Thursday.

After having been informed that Mr. Stearns, of Stearns Bros., has announced his intentions of leaving Crosswell on Feb. 1 for Florida, we are inclined to believe that the merchants in the Thumb anticipate a rather severe February and March—or had a prosperous 1913.

It isn't necessary for many married men to go South for warmth. Certain misjudgments on their part generally precipitates a hot time.

At the last meeting of Cadillac Council, No. 143, plans were promulgated for the furtherance of Lou Burch's candidacy for Grand Treasurer of the U. C. T.

C. H. Mehrtens, in using the Tradesman as a medium to announce the opening of his new hotel, exercised unusually good judgment. The Tradesman, we believe, is read by more traveling men in Michigan than any other or several combined magazines. We are at a loss to understand why more hotels do not avail themselves of the valuable advertising space in this paper.

Safety first in Detroit means to leap out of the way of an automobile before it hits you.

Thomas Sheeche (Edson, Moore & Co.), who has been working on different territories as special salesman, has at last been appointed to cover a regular territory. "Tom" will travel on the Southern Michigan territory on or adjacent to the Michigan Central Railroad. Mr. Sheeche is a very likable young man, as well as a good salesman, and we can see no reason why he should not be one of Edson, Moore & Co.'s top notchers in a short time.

Claude Hiser, leading citizen (and sometimes led) of Leslie, also traveling man and bondholder, says that he cannot get all the business he wants because there isn't that much business. Just like Claude.

Chas. J. Wright, proprietor of the Wright Store, dry goods and furnishing goods, on Grand River avenue, wound up his 1913 business with a neat

enough balance on the sunny side of the ledger to enable him to purchase a bright new Oakland touring car. As we are desirous of an auto ride, we will say that we knew all the time that Charlie would make a success of the retail business.

H.S.—Thanks for the item, but you will have to tell it yourself. Very thankful for all items of interest, but no personalities. We don't mind using it ourselves, but the boss editor would only blue pencil it.

Mr. Blum, manager for the J. B. Sperry store, at Port Huron, passed through Detroit last week, en route to Wisconsin, from which place, he received the sad news of the death of his father. We wish to express our sympathy to Mr. Blum and family in their bereavement.

M. Marx, formerly of Manistee and for a number of years representative for the Phoenix Knitting Works, of Milwaukee, in casting about the State in search of more central location, decided that Detroit was the proper place and is now firmly entrenched in this city. Mr. Marx has opened an office and sample room in the Avenue Theater building. Welcome Marcus, to our city.

One Detroit concern manufacturing slippers turned out 40,000 pairs of felt slippers last year. One concern making boys' shoes employs 150 men daily (except Sunday) and there are six shoe manufacturing concerns in Detroit. Horse shoes, however, are nearly obsolete in Detroit. We call this to the attention of Gabby Gleanings editor.

What has become of Guy Pfander and his Read the Tradesman?

There is never a closed season for shooting hot air.

Leslie Runner, of Shelby, member of the firm of Runner & Spellman, says when a fellow gets a letter that doesn't please him and sends a 2,000 volt letter in reply, about the best place to mail it is in the stove.

Ira Wallace, of the Wallace Co., Port Austin, is the proud possessor of a new Winton six automobile. Ira intends to show up the would-be speedists in and about Port Austin—he also expects to make a few runs into the city where life is worth living, when Old Sol and the country roads get on speaking terms again.

Harry Bump, (Marcero Bros.) has been suffering with stomach trouble for some time and, to receive permanent relief he has gone to Rochester, Minn., where the celebrated surgeons, Mayo Brothers, will operate on him. He expects to be gone about three weeks and we hope the mission will be successful.

There are more expensive ailments than indigestion these high cost of living days. A few days' fasting will pay for several doctor's visits.

"Mitt" Beach spent Sunday in Detroit, from which city he will proceed to Indianapolis, where he expects to put in the hardest working year of his career for the G. J. Johnson Cigar Co., of Grand Rapids. He will be accompanied by Guy Caverly, who will point out the leading hotels and cigar dealers who are and who are not Gee Jay and Dutch Master boosters. Indianapolis, by the way, is a city that is situated in the American Association and Federal League.

After reading the Government envoy's report of conditions (?) in the Upper Peninsula, we might say that the United States is bounded on the north by Canada, on the west by the Pacific Ocean, on the east by the Atlantic Ocean, on the south by the Mexican soldiers and in Washington by the labor unions.

Arthur Brevitz is awaiting the return of his laundry, after which he will hie himself to the Eastern mills and the Hippodrome in the interest of Burnham, Stoepel & Co.

Champ Clark says a man lectures for money. If married women did the same thing for money we know of some who would become very wealthy.

Now we know what is causing some of the excitement in the Upper Peninsula, that cannot be placed at the doors of the strikers. John Caddy, Puritan hat distributor, is up there with his variegated mackinaw. By the way, Tradesman advertising pays. J. R. Waddell named his new bull dog "Caddy."

Some traveling men are becoming martyrs to their business. Tom Burton, although married but a few months, has left his bride long enough to take a three days' trip into the Thumb of Michigan.

"Thin" Pierce, who came within a hair's breadth of paying St. Peter a visit, in his effort to capture a Carnegie medal in Ludington a year ago by stopping a runaway team and then followed that feat by getting married, says that some men never stop to think that they are not the same kind of husbands that father used to make. Mr. Pierce is the fellow who borrowed the woo from Wooltex for a short period, returning it to H. Black & Co., of Cleveland, the firm he so ably represents.

A. F. Smith, old time traveler and now advertising manager for the Citizens Telephone Co., of Grand Rapids, was a Detroit visitor last week. Detroit was Mr. Smith's former home.

There are drug stores and again there are other drug stores. Glenn Bowles, of Delray, owns and conducts one of the latter kind. At least, he conducts a different drug store than the common every day kind of a drug store. Mr. Bowles has just completed alterations on his store that gives it a real aristocratic drug store look—but then to any one who knows Glenn, that is not surprising news, as he is forever doing something to boost his business—and an up-to-date store is one of the best methods. Very few stores in Michigan carry a more extensive line than is carried in Mr. Bowles' store.

Speaking of drug stores there are still a few old-fashioned ones that carry drugs.

Robert J., better known as "Bob" Waddell, traveled for the Michigan Stove Co. for a number of years until 1905, when with his usual grit and enterprise he resigned and organized the Independent Stove Co. One year later, as Bob says, to get where there was more room to expand, he moved his factory to Owosso, where it now is and, true to his prediction, has expanded. Just to show the world that some traveling men have executive ability, coupled with salesmanship, Mr. Waddell's project has grown until he is obliged to run the factory overtime to keep up with the rush of business.

While it isn't considered proper for a man to marry a girl for money, we don't believe a man should let a girl's money interfere with her happiness, if she thinks said man will bring it.

We would be very grateful to those Detroiters who would find time to send us a few items for these columns, wholesale or retail, 211 Columbus avenue.

We repeat, do not forget that U. C. T. Council, No. 9, holds its regular monthly meeting Saturday night, Jan. 17.

Detroit is the mecca for many buyers who are preparing for January, February and after inventory sales. Nearly all report, despite the calamity howls in 1913, that last year was a prosperous one.

George Ransom, who covered the Northern Michigan territory for the Michigan Stove Co. for a number of years, resigned from that concern and is now representing the Independent Stove Co., of Owosso, in Southern Michigan and Northern Indiana.

Another million dollar hotel on its way up from the ground in Detroit. The new hotel will be called the Hotel Statler.

In Grand Rapids the hotels can accommodate the traveling men nicely—part of the time.

Chicago, "I will"; Grand Rapids,

"Knows how"; Detroit, "Does It." "Billy" Wilsterman, of Marquette, says that soft music often follows hard drinks.

Gard Wallace says that the flat he and his wife occupy is so small he is obliged to use condensed milk and wear summer underwear, winter underwear being too thick for the limited space.

A city flat is no place to get the big head. James M. Goldstein.

Merry Musings From Muskegon.

Muskegon, Jan. 12.—The lady in the Tradesman office who deciphers this mess says that, with the exception of E. A. Stowe, I am the worst writer she ever saw.

The biggest joke we have ever read in the sign Safety First on the buildings of one of our Michigan railroads.

B. A. Walker, of Kalamazoo, formerly with the Grand Rapids International Harvester Co. sales force, is now working for its South Bend general agency.

J. H. Lee informs us that if we change our meeting to Friday night he will gladly retain the position of Junior Counselor. This will be decided at our next meeting, Jan. 17.

Jud Durea and J. V. Porter, formerly with the International Harvester Co., left for the West Monday to work for the Rumley Products Co.

John R. Macauley (International Harvester Co.) is going to Aurora, Ill., for the same company.

Yes, we had a little more space than our friend from Bay City. The Boomlet failed to boom last week.

R. G. Button, of Lansing, and Ye Scribe, formerly with the International Harvester Co., have gone to work for the Osborne division at Lansing. Yes, we still sell spreaders.

While we do not contribute much, we do not shoot it all one week and then lay off, as some of the other pencil pushers do.

Monday, Jan. 12, was our birthday. As to just how old we are, we leave

to you. No, boys, we are not hinting for a present.

If the fellow who beat me to the Muskegon interurban, corner of Bridge and Scribner streets, Saturday night at 5 p. m., wants that watch he lost, he can find it at the interurban office, as I gave it to the conductor of the car following.

We saw LeRoy Mead, of Middleville, in Grand Rapids Saturday and he says that he thinks that the Irish are coming to their own down that way before long.

Eighty-seven ladies got on the train at Grand Ledge for Lansing Wednesday morning. Forecast: More snow and colder. E. P. Monroe.

Call for the Sixteenth Annual Convention.

Port Huron, Jan. 13.—Our sixteenth annual convention will be held in the city of Grand Rapids on Tuesday, Wednesday and Thursday, February 24, 25 and 26, 1914, and the committee in charge of this series of meetings have been working hard for several months with a view to making it the best convention we have ever held.

The Association has grown in strength and prestige and it has become a factor in the handling of problems affecting the interests of the merchants of this State.

The strength of the organization depends upon the degree of co-operation extended to it by the local branches and for that reason it is imperative that each local association select for its membership, its most representative men as delegates to our annual meeting.

Trade conditions are changing from year to year and in order to exercise our latent power to the best possible advantage, we must give careful consideration to the problems now before us and present a united front in insisting upon full consideration of our interests as a class and not as individuals.

Our convention offers a vehicle, through the medium of which we can decide what is best for the retailers of Michigan and, having so decided, we are in a position to intelligently demand consideration.

The basis of representation at the convention is one delegate for each dollar paid as per capita tax.

The dues for individual members in unorganized cities are \$1 per year. For associations with fifty members or less, 50 cents per year. For associations with more than fifty-one and not over one hundred members, 40 cents per year, and for associations with more than one hundred members, thirty cents per year.

Every minute of the three days session at Grand Rapids will be spent to the best possible advantage in the consideration of vital issues. Plans will be inaugurated for increasing the efficiency of that organization and extending its influence.

Local organizations should promptly notify the State Secretary of the names of delegates as soon as selected and should arrange to see to it that the per capita tax for 1914 is paid at the convention.

A cordial invitation is extended to retail grocers and general merchants both in organized and unorganized cities to be present and participate in the deliberations of this convention.

J. T. Percival,

Sec'y Retail Grocers and General Merchants' Association.

He Was a Perfect Man.

"There was one man whose life was perfect," said the Sunday-school teacher. "What one of you can tell me who he was?"

Little Mary Jane's hand went up and the teacher nodded to her.

"He was mamma's first husband," she said.

Every Merchant Needs It.

Since our last issue we have received the thirtieth anniversary edition of the Michigan Tradesman, published at Grand Rapids. One hundred fourteen pages of good reading matter, printed on good paper and written by good writers. While the anniversary edition deserves special mention, the other 51 issues of the year are not to be overlooked. No better trade paper, reaching into every line of business, is published in the Middle West. Our advice to merchants looking for opportunities to develop their business is to subscribe for the Tradesman. It has come to be a necessity in the wholesale, as well as the retail business, besides taking a lively interest in the traveling men.

E. A. Stowe, the editor, is fully awake to the needs of the merchants, besides having an innate knowledge of the current topics of the day. He is fearless and prints the truth, regardless of whom it helps or hurts—which is a wholesome diversion from so much of the partisan and yellow journalism of to-day.

The Tradesman and its editor are a credit, not only to Grand Rapids, not only to Michigan, but to the country and to journalism. We need the Michigan Tradesman in our business and we know, Mr. Merchant, you need the Michigan Tradesman in yours.—Dry Goods Optimist.

A man may boast that he is complete master of himself and not have much to boast at that.

Dandelion Brand Butter Color

is a staple—

yet it shows a greater percentage of profit to dealers than many products which are in demand only intermittently.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



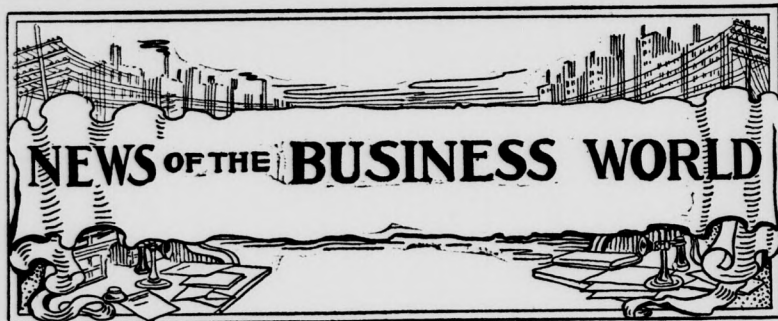
Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Nashville—Mrs. O. M. Beck succeeds Mrs. Quick in the millinery business.

Dighton—J. M. Curtice has added a line of groceries to his meat stock.

Saginaw—The Valley Auto Supply Co. succeeds the Bolton Auto Co.

Reed City—Watkins & Son have engaged in the meat business on Upton avenue.

Caro—The Hub Clothing Co. is closing out its stock and will retire from business.

Manton—The principal office of the Williams Bros. Co. has been changed to Cadillac.

Greenville—Fred Northquist succeeds Clarence Dutcher in the restaurant and cigar business.

Lake City—J. F. Rathbun, of Manton, has purchased the jewelry stock of Eugene Cillaway.

Montague—A. L. Ainger has purchased the Jacob Jager meat market and will continue the business.

Lowell—The capital stock of the Lowell State Bank has been increased from \$25,000 to \$30,000.

Jackson—George E. McCann has opened a wholesale fruit store in the Lake block on Michigan avenue.

Marquette—A. E. Peterson, dealer in dry goods and shoes, is remodeling his store building on South Front street.

Kalamazoo—John Warren, recently of Battle Creek, will open a women's ready-to-wear store here about Feb. 15.

Tula—L. Jenson, of the Jenson Lumber Co., of Ewen, has purchased a controlling interest in the Tula Lumber Co.

Tustin—Mrs. Carrie Provin has sold her stock of dry goods and millinery to A. A. Lovene, who has taken possession.

Peacock—R. M. Smith has sold his store building and stock of general merchandise to Henry Bartlett, who has taken possession.

Freeport—Miller & Harris have sold their furniture and undertaking stock to L. B. Rumsey, formerly of St. Louis, who has taken possession.

Carsonville—L. O. Wentworth has purchased the drug stock of L. O. Wentworth & Co. and will continue the business under his own name.

Oakley—Ray S. Babbitt, recently of Owosso, has purchased the Luther Y. Howell stock of general merchandise and will continue the business.

Bancroft—John A. Watson, of Watson Bros., dealers in general merchandise, is seriously ill at his home, as the result of a stroke of apoplexy.

Ionia—The Ionia Lumber Co. has engaged in business with an authorized capital stock of \$25,000, of which \$20,000 has been subscribed and paid in in cash.

Fremont—H. S. Sayles has purchased the interest of George Powers, in the Sayles & Powers clothing stock and will continue the business under his own name.

Redfield—Samuel Akin, who has conducted a general store here for a number of years, was found dead at his store Jan. 9 as the result of an attack of heart disease.

Ypsilanti—Frederick M. Smith has sold his stock of harness and horse goods to E. R. Schill, formerly of Saline, who will continue the business under his own name.

Bellevue—Mason & Sharkey, dealers in shoes and men's furnishing goods, have sold their stock to C. M. Kent, who will continue the business under the style of Kent & Co.

Whitehall—Jacob Jager, formerly engaged in the meat business at Montague, has leased the G. Berg & Co. meat market for a term of three years and will continue the business.

Albion—The Frank E. Nowlin Co. has purchased the Springport Elevator Co.'s holdings. This gives the company elevators at Springport, Parma and Marengo and the \$20,000 plant here.

Marquette—A. W. Lindstrom, who conducts a store at the corner of Third and Magnetic streets, has sold his stock to J. Q. Lewis & Co., who have added a line of meats to the stock.

Sunfield—P. J. Welch has sold his interest in the P. J. Welch & Son stock of groceries, shoes and drugs, to Benjamin Barnum and the business will be continued under the style of Barnum & Welch.

Charlotte—George T. Bullen and John Richey have engaged in the dry goods business under the style of Bullen & Richey. Mr. Bullen still conducts a store at Albion on his own account.

Fife Lake—Louis Morris has sold his store building, fixtures and stock of general merchandise to M. H. Blumenthal, recently of Cleveland, Ohio. Mr. Morris will devote his entire attention to his store at Kingsley.

Grand Ledge—William Schavey, dealer in implements and harness, has purchased the William Andre cold storage plant and other buildings and will buy hay and wool in connection with his other business.

Ewen—John Bergstrom, blacksmith for the L. Jensen Lumber Co., has for the past two years been working on a machine to be used for tendering meats. He has completed the device and a model has been sent to the patent office at Washington. It is said that meat with bones in it can be run through the machine.

Hastings—Herman Bessmer, who has conducted a meat market here for the past fifteen years, has admitted to partnership, his brothers, Albert and Robert, and the business will be continued under the style of Bessmer Bros.

Lansing—Chris J. Rouser, druggist, has merged his business into a stock company under the style of the C. J. Rouser Drug Co., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Benton Harbor—The Benton Fuel Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, of which \$11,400 has been subscribed, \$510 being paid in in cash and \$10,890 in property.

Benton Harbor—Osborne & Son, who conduct a grocery store on the corner of Pipestone and Britain streets, have sold their stock to A. H. Rowe, who will continue the business at the same location in connection with his other stores on Pipestone and Water streets.

Holton—The Holton Mercantile Co. has been organized with an authorized capital stock of \$16,000, which has been subscribed and \$1,600 paid in in cash. The stockholders are as follows: Wm. Huntoon, \$8,000; Herbert O'Connor, \$6,000; Charles H. Wilks, \$2,000.

Kalamazoo—The Globe garage, located on North Rose street, has been purchased by George T. Waber, a wealthy farmer living near Kendall. The consideration involved was \$7,000. The new owner will have charge of the garage and his son will assume control of the repair department.

Sparta—H. V. Murray has sold his general stock to John Bermis, of Gobleville, and Charles Selby, of Grand Haven. Mr. Murray has been in business here for the past ten years. F. E. Johnson who has been associated with Mr. Murray during the greater part of his business career here, will remain with the firm.

Kalamazoo—W. T. Grant, manager of a New York corporation which conducts a chain of 25-cent stores in the East, has arranged to open a similar store here on South Burdick street, in the building now occupied by Van Peenen & Schrier, about August 1. The company is planning to erect a 60-foot addition to the store building.

Kalamazoo—Jay P. Potts, of this city, who for a number of years has been traveling representative of the Niagara Chocolate Co., of Niagara Falls, N. Y., has started a wholesale candy house in Kalamazoo at the corner of North and West streets. He will carry a complete line of Falls chocolates and novelties and will supply this city and surrounding towns.

Niles—Depositors in the First National Bank, which closed its doors in February, 1901, will receive an additional dividend of 5 per cent. Depositors have now received 80 per cent, the last previous dividend of 5 per cent. having been paid Nov. 12, 1904. So long a time has elapsed that many depositors are dead and their estates are closed, and others have lost or destroyed their bank books.

Owosso—H. H. Freeland, trustee, of Grand Rapids, writes to creditors here that an inventory has just been completed of the assets and liabilities of the Brown Clothing Co., and that it is the intention to close out the Owosso store and apply the proceeds in the payment of indebtedness. A summary of assets and liabilities attached to the letter indicates the assets of the two stores, in Owosso and Benton Harbor, total \$14,797.03, while the total of liabilities is \$8,699.25.

Zeeland—The William De Pree Hardware Co. has hit upon a novel advertising scheme. Through the mails it is sending the citizens of Zeeland and vicinity a tag bearing a number. About a thousand of these numbers are sent out. It then attaches similar numbers to certain articles throughout the store. The idea is that all those receiving numbers must visit the store on certain days and search for the prize bearing their number. In this way they inspect the contents of the entire store.

Manufacturing Matters.

Detroit—The American Silicia Co. has changed its name to Flint Silicia Co.

Detroit—The Wayne Belting Co. has changed its name to the Wayne Belt Co.

Monroe—The Younglove Glove Co. has decreased its capital stock from \$30,000 to \$10,000.

Tecumseh—S. J. Kerr has sold his bakery to H. D. Gill, recently of Flint, who has taken possession.

Kalamazoo—Blood Brothers Machine Co. has increased its capitalization from \$75,000 to \$250,000.

Jackson—The Frost Gear & Machine Co. has increased its capital stock from \$150,000 to \$300,000.

Ann Arbor—The Ann Arbor Piano Co. has changed its name to the Ann Arbor Piano Co., and increased its capital stock from \$150,000 to \$240,000.

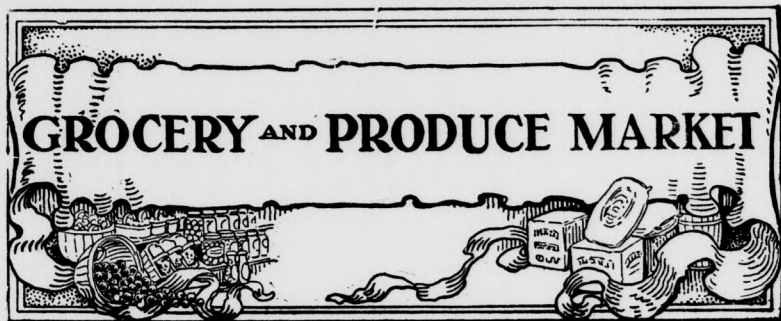
Detroit—The Safford Radiator Corporation has been organized with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Port Huron—At the annual meeting of the stockholders and directors of the Aikman Bakery Co., S. J. Watts was elected President, succeeding the late W. F. Davidson.

Sparta—The Sparta Foundry Co. has engaged in business with an authorized capital stock of \$5,000, of which \$3,350 has been subscribed and \$1,000 paid in in cash.

Greenville—J. W. Maples, President of the Wolverine Fixture Co., of Detroit, has leased the old starch factory which went to the wall several years ago, and has begun installing machinery for the manufacturing of store fixtures. A hundred men, it is expected, will be employed by March 1.

Cheboygan—A woolen mill for Cheboygan is proposed by James F. Moloney, retiring President of the Cheboygan County Savings Bank, which was merged with the Cheboygan State Bank. Buildings on the bank of the river, erected thirty-three years ago and operated as a brewery, are being torn down, to make room for the proposed factory.



Review of the Grand Rapids Produce Market.

Apples—Greenings and Baldwins, \$4 @ \$4.25 per bbl.; Northern Spys and Jonathans, \$5 @ \$5.25.

Bananas—\$2.25 per 100 lbs. or \$1 @ 1.75 per bunch.

Butter—The market is very much lower than a week ago, Fancy creamery commands 33c in tubs and 34 @ 35c in cartons. Local dealers pay 24c for No. 1 dairy and 17c for packing stock.

Cabbage—90c per bu.

Carrots—65c per bu.

Celery—\$1.25 per box containing 3 to 4 bunches.

Cocoanuts—\$4.75 per sack containing 100.

Cranberries—The market has advanced to \$15 per bbl. for late Howes.

Cucumbers—\$2 per doz.

Eggs—Receipts of fresh eggs are increasing considerably and the consumptive demand is at present only moderate. There are still some storage eggs available, but the demand is light, owing to the fact that the price is too close to the price of fresh. The future of the egg market for several weeks depends upon the weather. Local dealers pay 30c for fresh and hold cold storage at 25 @ 26c.

Grape Fruit—\$4.25 per box for all sizes.

Grapes—Malaga, \$6 per keg.

Green Onions—40c per doz. for New Orleans.

Honey—18c per lb. for white clover, and 16c for dark.

Lemons—California and Verdellis have declined to \$3.75 per box.

Lettuce—Eastern head, \$2.50 per bu.; hot house leaf has declined to 15c per lb.

Nuts—Almonds, 18c per lb.; Butter-nuts, \$1 per bu.; Chestnuts, 22c per lb. for Ohio; Filberts, 15c per lb.; Hickory, \$2.50 per bu. for Shellbark; Pecans, 15c per lb.; Walnuts, 19c for Grenoble and California; 17c for Naples; \$1 per bu. for Michigan.

Onions—\$1.25 for red and yellow and \$1.50 for white; Spanish, \$1.40 per crate.

Oranges—Californias are held at \$2.50 @ \$2.75; Floridas are selling at \$2.25 @ 2.50.

Peppers—Green, 75c per small basket.

Potatoes—The market is without change. Country buyers are paying 45 @ 50c; local dealers get 65 @ 70c.

Pop Corn—\$1.75 per bu. for ear; 5c per lb. for shelled.

Poultry—Local dealers pay 12c for fowls, 8c for old roosters; 9c for geese; 11c for ducks; 14 @ 16c for No. 1 turkeys and 12c for old toms. These prices

are live weight. Dressed are 2c per lb. more than live.

Radishes—30c per dozen.

Spinach—\$1 per bu.

Sweet Potatoes—Delawares in bu. hampers, \$1.25; Jerseys \$4 per bbl.

Tomatoes—\$3.50 per 6 basket crate of California.

Veal—Buyers pay 6 @ 12c according to quality.

The Grand Rapids Paint Specialties Co. has been incorporated with an authorized capital stock of \$7,500 common and \$2,500 preferred, all of which has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: Chas. L. Gordon, 373 common, 250 preferred; C. Anderson Bradley, 372 shares and S. Eugene Hull, 5 shares.

William Logie and Geo. J. Heinzelman are in Boston this week in the interest of the Rindge, Kalmbach, Logie Co.; ditto Adolph and Samuel Krause for Hirth, Krause & Co.; ditto D. T. Patton for Grand Rapids Shoe & Rubber Co. Alonzo Herold, who was in Boston ten days for the Herold-Bertsch Shoe Co., returned home last evening.

A. M. Young has purchased the interest of J. De Jonge in the firm of J. DeGroot & Co., manufacturers of spot and stain remover at Zeeland, and the business will be removed to this city and the name changed to the DeGroot Chemical Co.

E. R. Dunlap & Son succeed Aykens & Co. in the hardware business at 1968 Division avenue. E. R. Dunlap was formerly a traveling salesman for the Michigan Distributing Co., of Lansing, and more recently a farmer near Belding.

Horace Shields (Sherwood Hall Co.) is almost unapproachable these days, all on account of the arrival of a second youngster at his home in East Grand Rapids. The lad will bear the cognomen of Howard Doty Shields.

The corporation known as the Maple Products Co. is reported as dissolved and Jacob Nathan will continue the business individually, using the same style. He will manufacture and job syrup and maple products.

James Wickham is re-engaging in the meat business at 1408 Plainfield avenue. He was formerly in business in the same line at 15 West Leonard, selling out to Louis Vanderveen about a year ago.

Edwin Mosher is succeeded in the garage business at Lake Drive and Diamond avenue by W. J. Damoth.

The Grocery Market.

Sugar—Raws are a little higher, but refined grades are quiet. All New York refiners are still in harmony on the following basis: Granulated in barrels, bags and bales, 4c; other hards, 4.05c; soft grades, 4.15c; cut loaf, crushed and tablets, 4.25c. Michigan granulated is still sold by the refiners on 3.90c basis.

Tea—The market in Japans holds firm. Stocks are not large and with no more to arrive, the prospect for gradual advances is quite sure to materialize. Low grades which in the fall were offered at almost any price have been picked up and eliminated from the offerings except at advanced prices. Ceylons and Indias are strong and good grades bring good prices. Some grades of China Blacks are good purchases at present prices. Summer crop Formosas are very strong.

Coffee—The failure of the Incorporator Company of Sao Paulo, Brazil, is important only in the fact that it controls forty-six small banks, through which it has been operating in coffee. The position of that commodity is seemingly as bad as it was before the valorization scheme was undertaken. There is said to be an excessive supply, in consequence of which the growers can make no profit. It has long been known that affairs in Brazil were in a strained condition but it was toward promotion schemes, such as railroads, that most people had been looking, rather than to the coffee trade, for a breakdown. Brazil has been insistent for many months in its demands on London for loans. The demand is light, and the market is not strong, but fairly steady. Mild grades are very strongly maintained. Javas and Mochas are quiet and steady.

Canned Goods—The tomato situation is unchanged and not very encouraging to holders. Tomatoes are in fair demand. Corn is unchanged, quiet and steady. Peas are unchanged. The supply of low grade peas is large and the market is heavy. Future peas, more especially the better grades, have sold with fair freedom. Apples are unchanged and quiet. California canned goods are unchanged and dull from first hands. Small Eastern staple canned goods are unchanged and dull.

Canned Fish—Salmon of all grades are in seasonable demand at ruling prices. Domestic sardines are firm and quiet. Imported sardines are still very high.

Dried Fruits—Spot peaches are still dull, and there is no prospect of improvement in demand until the spring consuming season sets in, but some buyers look upon f. o. b. peaches at the prices now named as a good proposition and are inclined to anticipate requirements. As this fruit is the cheapest by far of anything on the list and therefore likely to attract a larger consumption than in other years, and as the South and Southwest, which are only nominally supplied, are expected to come in soon with good orders, it is figured that the market is likely to show a substantial advance within the next few

weeks. Spot California prunes of the large sizes are selling better to the consuming trade, and the market shows an upward tendency in sympathy with Coast advices. Raisins remain dull and nominal. Currants, according to advices by cable, are firmer in Greece, but the market here remains quiet and unchanged. Dates are steady, with a quiet demand. Not much business is noted in figs, but there appears to be no pressure to sell.

Cheese—Stocks are light and no immediate change seems in sight.

Syrup and Molasses—Glucose is unchanged for the week. Compound syrup shows no change and fair demand. Sugar syrup is unchanged and quiet. Molasses ditto.

Salt Fish—Mackerel is in light demand at unchanged prices. Cod, hake and haddock are steady to firm and unchanged.

Provisions—Smoked meats are unchanged. Pure lard is steady with light demand and unchanged prices. Compound lard is dull at ruling prices. Barreled pork is weak and slow, but unchanged in price. Dried beef and canned meats are steady and unchanged for the week, with light demand.

Hamtramck—The Keny-Rusch Co., manufacturer of cement blocks, has been incorporated under the same style, with an authorized capitalization of \$10,000, of which \$5,320 has been subscribed, \$4,333.98 being paid in in cash and \$986.02 in property.

William Boss succeeds J. J. Hartger in the grocery business at 716 Wealthy street. Mr. Boss recently sold his business at Bishop, which he conducted for several years past.

Clarence A. Fisher succeeds J. W. Kingsbury in the tea and coffee business at 1206 Madison avenue. He will do business under the style of the United Coffee Co.

Koetz & Van Herp, in the wall paper and paint business at 955 East Fulton street, have dissolved partnership and Mr. Koets will continue individually.

John Van Single, 1045 Grandville avenue, has sold his grocery stock to William Roberts, formerly employed as an engineer on the Pere Marquette Railroad.

Don't be afraid to call the attention of your clerks to their personal appearance. It makes a good deal of difference to you what they look like.

Frank Dettling succeeds A. G. Erickson in the bakery business at 134 South Division avenue. Mr. Erickson has gone to Texas.

David F. VanderTill succeeds Frank Douwstra in the grocery business at 738 Thomas street.

John Dertien has sold his bicycle repair business at 617 Eastern avenue to John Kuiper.

R. J. Pearce has discontinued his harness shop at 240 Hall street.

It's as hard to make a man a hero as it is easy to unmake one.



The more the Middle West bankers continue their discussion of the new Banking and Currency law, the more fully are they satisfying themselves of its relation to their own affairs. Especially have the country bankers been awakening to the actual effect it will have on their business, and a change has come over their opinions.

It has been from the first no secret that the Western country banks were generally opposed to the bill in its earlier forms, and that they foresaw many serious effects, especially through refusal of National banks to join, thus avoiding the law's operation. But when the act was finally passed, they began to study it as completed and they now have a different idea of it. In many cities, meetings were held last week of all the bank officers with their attorneys, and the law was discussed, section by section. This resulted in a decision to accept it as workable and probably helpful.

The interior has all along looked upon currency reform as primarily in the interest of a crop-producing section rather than merely for commercial banking. The provisions of the law relating to rediscounts and the handling of agricultural paper, if interpreted by the reserve association board in a liberal manner, will, it is believed, take away all fear of a currency crisis, and enable the country banks to utilize their reserves more fully than they have ever been able to do. Likewise the effect on interest rates is of much moment. The scarcity of money, at the time when it is most needed, has been one of the handicaps of interior banking, particularly outside the large cities.

The average country bank, called upon to finance a wheat crop with a few weeks of stress, must seek its funds in competition with thousands of other banks similarly situated. Hence the customer is compelled to pay a higher rate, simply because of the insistence of a demand based on the actual increase of wealth. With the power to rediscount paper promptly and to furnish abundant currency for the needs of such a period, there should, in the opinion of the country bankers, be less fluctuation in rates and the banker should be able to care for his customers without the old-time plea of stringency.

This attitude of the bankers is, however, not to be taken as indicating that they expect to encourage unlimited borrowing. They are im-

pressing this on their customers early. A leading bank in Western Michigan last week sent to each of its depositors a statement endorsing the law as "four-fifths good," and predicting that the other fifth would be made perfect by amendments. He added: "It practically prevents commercial panics. But those who expect easy money for speculation will be disappointed. The wheels of commerce will be given increased activity, and the efficiency of credits will be increased." This banker was one of the opponents of the original bill.

"In its practical working," said another banker who serves a strictly farming section, "I do not anticipate that my customers will know much difference from present conditions. But we shall be able to loosen enough from our reserves to pay our membership in the regional bank and have a larger sum with which to extend credit. It will be profitable for us and better for the community."

The banking interests have come

REAL ESTATE IS THE FOUNDATION OF WEALTH AND INDEPENDENCE

We can show you some of the finest highly improved farms, or thousands of acres of unimproved hardwood lands in Michigan, that are rapidly increasing in value. We also have the largest list of income property in this city—INVESTIGATE.

GEO. W. BRACE & CO.,
64 Monroe Ave. Grand Rapids, Mich.
Citizens 2506 Bell Main 1018

Ask for our Coupon Certificates of Deposit
Assets Over Three and One-half Million

GRAND RAPIDS SAVINGS BANK

Are You Satisfied?

Are you satisfied with a 6% real estate mortgage, when the interest on that mortgage is subject to the income tax law?

The dividends of the First Preferred, 6% Cumulative stock of

United Light & Railways Company

Is TAX EXEMPT to the holder of that stock, for the reason that the tax is paid at the source.

Write us for full explanation of the subject.

Telephone us for bids and offers for any securities.

Howe, Snow, Corrigan & Bertles

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

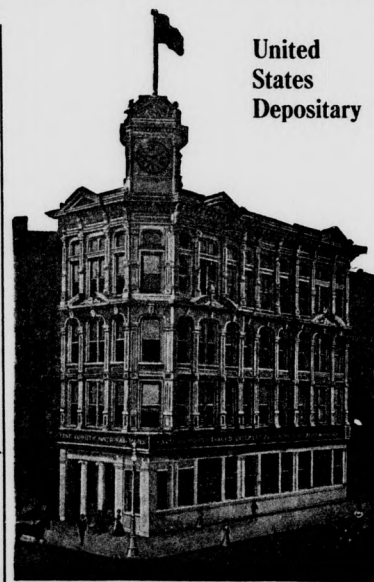
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Wm. H. Anderson, President
John W. Blodgett, Vice President
L. Z. Caukin, Cashier
J. C. Bishop, Assistant Cashier



United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

to a period in their development when they feel strongly the stress of seasonal demands. The country is no more a half-settled, partly developed section with limited demands on credit facilities. The growth of the country has vastly increased the amount of business and the high price level of all products means the handling of immense sums each year. Where one or two banks previously served, there are now many, and the aggregate of their business becomes imposing compared with the figures of twenty years ago. In the ordinary course of affairs there is little strain; but when all this volume of business swings one way at one time, the small banks call on their larger neighbors, and the ultimate demand brings frequent periods of uneasiness.

With this removed, as the bankers believe it will be under the new law, and with rediscounts provided for through a simple process, with the improved currency and credit facilities, such stability should be established as will lessen the average money rate throughout the West, especially in times of large demand, but perhaps also in some degree throughout the year. At least the interior bankers outside the large cities expect to find their way made much easier, and their ability to care for their customers under all conditions greatly enhanced.

The position in which the failure of the dry goods firm of Henry Siegel & Co. has left depositors in the savings bank department maintained by that establishment strongly emphasizes the objection heretofore expressed by the Tradesman regarding business

houses being permitted to conduct a banking business as a side issue. The gist of the Siegel receiver's report is that something over \$2,500,000 had been accepted on deposit, from 14,000 to 15,000 separate individuals, and that the money thus received had been practically all loaned out to the three dry goods stores which failed last week. These loans had been made on collateral of the stock of the holding company which controlled these and some other dry goods stores; concerning which the Siegel receiver states that it undoubtedly has some value, but that "no one can tell what is the value of the stock."

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	337	340
Am. Light & Trac. Co., Pfd.	106	108
Am. Public Utilities, Pfd.	72½	73½
Am. Public Utilities, Com.	46	47½
Cities Service Co., Com.	80	81
Cities Service Co., Pfd.	68	70
Citizens Telephone Co.	73	75
Comw'th Pr. Ry. & Lt., Com.	55	56
Comw'th Pr. Ry. & Lt., Pfd.	77	78
Comw'th 6% 5 year bond	95¼	97½
Pacific Gas & Elec. Co., Com.	34	35
Tennessee Ry. Lt. & Pr., Com.	13	15
Tennessee Ry. Lt. & Pr., Pfd.	61	63
United Light & Rys., Com.	77½	79
United Light & Rys., 1st Pfd.	74½	76
United Lt. & Rys. new 2nd Pfd.	70¾	71½
United Light 1st and ref. 5% bonds		87½
Industrial and Bank Stocks.		
Dennis Canadian Co.	99	105
Furniture City Brewing Co.	60	70
Globe Knitting Works, Com.	130	138
Globe Knitting Works, Pfd.	97	99
G. R. Brewing Co.	150	155
Macey Co., Pfd.	93	96
Commercial Savings Bank	200	225
Fourth National Bank	215	220
G. R. National City Bank	173	178
G. R. Savings Bank	250	300
Kent State Bank		258
Old National Bank	204	208
Peoples Savings Bank	250	

The "Grandfather man" may wear out the top of his head patting himself there, but he will never wear out the soles of his shoes carrying money to the bank.

Bankers Buy Them

According to the report of the comptroller of the currency, banks in 1913 bought \$721,300,000 public utility bonds as against \$550,200,000 in 1911, an increase of 31.1%, whereas there was a decrease in railroad bonds purchased of 6.2% and of municipals 2.5%. We recommend the purchase of the 5% bonds of the

American Public Utilities Co.

and its subsidiaries to net 6%.

Denominations of \$100, \$500, \$1,000.

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Sample copies 5 cents each.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

January 14, 1914.

PHILANTHROPIST OR FOOL?

"Whom the Gods would destroy they first make mad."

The recent action of Henry Ford in increasing the current rate of wages in his factory from \$2.34 to \$5 a day, irrespective of the efficiency or ability of the worker, is one of the anomalies of the age. Some think it is due to the fact that Mr. Ford is a philanthropist. Others attribute it to his love for praise and pyrotechnic advertising. Others say it was done out of revenge to defeat the organization campaign recently inaugurated by the Industrial Workers of the World. Others insist that it is due to the fact that Mr. Ford is insane literally "drunk with success." The Tradesman is not in a position to express an opinion as to which diagnosis is correct, but one thing is certain and that is that the move is an unfortunate one for nearly every one concerned.

In the first place, it would be very much more appropriate for Mr. Ford to put a little more money into his cars, so as to make them more satisfactory to the users. He has pursued the ignis fatuus of cheapness to a point which is little less than ridiculous. Twenty dollars additional put into each car would change it from an uncouth mass of junk to something worth while.

In the second place, he could select his selling agents with a little more care. Many of them are crafty schemers, whose sole object is to obtain the money of the gullible purchaser without rendering adequate service in return. Many Ford drivers are of the opinion that this is the weakest spot in the Ford system. His method of distribution is certainly about as wretched as could be devised.

In the third place, the scheme is bad for the men as a class. In nine cases out of ten, those who receive the increased wage will immediately raise their ratio of living up to the new basis, so that they will be no further ahead, financially speaking, at the end of the year than they were under former conditions. When reverses and disaster come—as they must come, sooner or later—the men will find it harder than ever to revert back to the old way of living. This will necessarily result in much dissatisfaction which will more than off-

set any good results which may ensue while the plan is actually in force. Possibly one man in ten will save the extra money coming to him through this freak of generosity or insanity or whatever it may be, but certainly nine out of ten will not be permanently bettered by the arrangement.

One of the worst features of the matter is the dissatisfaction it will cause among other employes of other institutions all over the world. They will naturally conclude that if Ford can do as he is doing other institutions can do the same, whereas no other manufacturer makes the enormous profits that Ford does on his output. According to his own figures he made 181,000 automobiles in 1913. As his net profit for 1913, according to his own statement, was \$25,000,000, he must have made a clear profit of \$132.50 on each machine. If Mr. Ford was manufacturing flour or sugar or some staple article which would always be made and sold and could so adjust his business that it would make an abnormal profit of this sort—which would probably be impossible—he would, perhaps, be justified in making an arrangement of this sort with his employes, but his business is of mushroom growth and it is quite likely to go down some of these days as rapidly as it has come up. When this occurs, he will find himself quite as unpopular with all classes as he is now popular with the ignorant and unthinking.

The Tradesman does not wish to discourage philanthropic ideas on the part of any man—we have too few men in this country even yet who have given this problem the thought and support it deserves—but sudden and freakish attempts to perform the impossible on the part of the New Rich are quite as likely to result in harm as good and, as is frequently the case, the ultimate result is most disastrous to the class the propaganda was expected to help.

The Ford episode is one of those cases in which it is a great deal safer to prophesy after the event than before. Five or ten years from now, we shall know more about the way in which the new regime has worked out in the Detroit concern itself and about the way in which it has affected the conduct of other enterprises. All that one can do now is to note some of the factors that enter into the case. One of these is the psychological element involved in the immediate spectacle. In the past week or two, profit-sharing has been discussed by thousands of persons who until then had never so much as heard of the term. Among them are probably many employers who are thinking of it, if not as a practical probability, at least as something more than a mere academic fad. Some of these may go so far as to enquire into the history of the subject in France, in England, in Germany, in this country, and look up books or Government reports relating to it. In short, the idea of profit-sharing has received a tremendous advertisement, and there is no telling but that this will yield substantial and important results.

In favor of the profit-sharing system, in one or another of its forms, a great deal is to be said. Its central recommendation, both from the narrowly economic and from the human standpoint, is its capacity for infusing into the ranks of the workers the feeling that they have a personal stake in the prosperity of the enterprise for which they are laboring. In that modification of the profit-sharing idea which is embodied in the method of "scientific management," the case is somewhat different, for there the stake of each worker is expressly measured by the quantity of his own individual output. But whatever particular form it may take, the idea of introducing, wherever it is practicable, such a relation between employer and employed as makes for a keener interest in his work on the part of the worker, and a more human interest in the worker on the part of the employer, is one that is worthy of all encouragement. If the Detroit episode shall stimulate the study of the practical possibilities of profit-sharing, it will have been of good service to the country.

THE CHANGE IN SENTIMENT.

It is not the Eastern financial markets alone which have turned suddenly from the lately prevalent gloom and despondency to a spirit of cheerfulness. Business sentiment, here and elsewhere in the West, has changed radically in the past week or two, and the disposition now is to look ahead for brighter things. It is true, there is little disposition, on the part of those whose opinions count for anything, to expect a business boom; but the belief exists that there is to be slow but steady improvement from this time forward.

There has been much liquidation along certain lines and there is more to come, unless outside conditions change more definitely for the better in the near future. But the underlying position of the West is better than it has been at this time in several recent years and conditions are such that, with average crops this coming season, a really good business year should ensue. Until more is known of the crop outlook, it is not expected that any very brisk business will result, but that things will move along, with a continued gain in cheerful sentiment.

The consumers must have goods; that is evident. The country will not stand still. And meantime supplies are below the average, so that any decided enlargement in general buying will start manufacturers to turning out more goods, and create a rapid improvement in trade along all lines.

Steel men, for instance, are getting more orders, and, although the average size is as yet not large, they are accumulating in a way that makes for better feeling. Some of the plants now inactive are understood to be preparing for resumption of operations in the near future. While there are still some uncomfortable features in the business situation, those are now expected to work out all right, given a little time. There are pes-

simists to be found in the business and financial centers, as there always are, no matter what real conditions may be; but they attract much less attention than they did a month ago. The disposition is to smile, to "look pleasant," and to hope for better things.

Jobbers are doing an average trade in dry goods. The clothing men who had lately to resort to bargain sales, because of excessive stocks and mild weather, are reporting sales of more goods than had seemed possible to them. One large house sold more clothing at its bargain sale last week than in any previous day in its history. So far, sales of cotton goods for spring and summer wear have been 10 per cent. ahead of last year. In other lines they are about the same as in 1913, or slightly less.

Traveling salesmen in most lines are out on the road after the holidays, and are meeting with average success. On present deliveries profits have been cut down; but on all forward sales of spring and summer goods, full value is being received. Even the mild weather, of which the dry goods trade has been complaining, is not an unmixed evil. Through curtailing consumption of coal, it has saved a great deal of money to consumers and it has also helped the farmers. It has reduced somewhat the cost of feeding stock, but it has at the same time cut down the price of feed, so that farmers who had it to sell have received less revenue than they expected from the outlook three to four months ago.

Bankers here and in neighboring territory seem to be satisfied with the new Currency law. Now that they have studied and analyzed it, they say it presents so many good features that they feel hopefully disposed as to its operation. It will take three to six months to put it into working order, but in the meantime the banks are preparing to enter the new system. Should there be an immediate and decided enlargement in the demand for money, they expect a contraction of credits and reduction in deposits.

The New York Times begun two suits in the Supreme Court against the firm of Bloomingdale Brothers, dry goods merchants of New York City. In one suit the Times asks for an injunction to prevent the defendants from inserting, through the agency of newsdealers, unauthorized advertising pages in the editions of the Sunday Times. The second suit asks for \$10,000 damages for injuries sustained by reason of past insertions. The defendant had printed large advertisements of their own goods and then induced newsdealers to insert these sheets in copies of the Sunday Times as they were sold. The buyers of the newspaper were misled and made to believe that the defendants paid the Times for advertising space, when this was not true. Inserting the advertising pages in the newspaper was unfair to the publishers and to the advertisers who pay their good money to advertise their wares in the Times.

DANGER OF THE FUTURE.

Large Questions Which Confront the Business Man.*

The subject which has been assigned to me is a very broad one.

It covers a multitude of sins, not only of business men, but of professional men as well. I do not desire to muckrake and delve around in the archives of the past to rattle before you the skeletons of dead politicians, who were politicians either under the guise of business men or as professional men. Let the dead past bury its dead and look to the future.

"This is an age of strenuous life, a life of toil and effort, of labor and strife. The highest form of success comes not to the man who desires mere easy peace, but to the man who does not shrink from danger, from hardship, or from bitter toil."

There was a time in the history of our Nation and State when it was the belief that professional men, and especially lawyers, were the only men fitted to hold the higher offices. In other words, it was considered that the business man was not fitted for these offices, but that the lawyer, because of his learning, was better fitted.

Many of you can remember the time when it was not considered proper for anyone but a lawyer to go to Congress or the State Legislature.

That day has gone by. The time has come when we need business men in politics. The business man, because of his peculiar education and learning, is better fitted many times to occupy these positions than the lawyer or doctor or other professional man.

It is not so much law that we need now days, as careful administration and the enforcement of laws already enacted.

The business man is an equitable man. He does not look to the strict letter of the law as it should be administered, but he looks at the spirit of the law, and as to the result which will be eventually worked out under its administration, and in this way he comes closer to the people and to the needs of the people than the lawyer or other professional man who by his teachings and by his work is taught to observe more nearly the letter of the law than its spirit. In other words, the lawyer says, "This is the law and it must be followed, regardless of the result." The doctor says, "I must give you this medicine, regardless of the results that it may have upon you, because I am taught that it is good for your disease."

These men cling to their teachings, while the business man, who has no fixed, definite rule which he has been taught to follow, devises ways and means with which to meet the existing conditions which confront him, by taking advantage of any and all means which may be at his hands, in order to accomplish the result, and in politics he has met with great success.

We have heard a great deal about the business administration of the affairs of cities, states and nations of

late. This means the business man in politics. This means the business man at the head of affairs in cities like Hudson, the same in the State and the same in the Nation, but with this new situation and new condition, Mr. Business Man, a new responsibility rests upon your shoulders; that responsibility is one of vast importance to the people of this great Nation and the business man must fit himself to meet that condition. By this I mean that the business man must not look at politics as he has in the past; that he must specialize, if I may use that word, and prepare himself to be able to render the city, state or Nation assistance.

This is an age of specialists, and the more proficient a man is in his specialty, the better able to earn money and lend aid to his Nation.

By this I mean that the business man, if he takes an interest in the politics of his city, should do so with an object in view, not simply to be elected as an alderman, draw his pay and vote with the majority, and not be present at a council meeting if there is going to be a close question, but I mean that he must fit himself for some particular work; not attempt to know it all, but know one thing well and keep at it. To make myself more clear, let him specialize on the highways of the city, for instance, or on the water system or on the electric light system or on the school system or on the different branches that must come under the government of the city. If necessary, let him make some one of these branches his hobby, and when he finds that is defective and is not being operated properly or economically, let him set to work to remedy that condition. In other words, let him assume some responsibility and have an interest in some special department of the city. I would rather have a man shoot at me a hundred times with a shot gun than twice with a rifle, and my chances would be a great deal better for a whole skin with a shot gun than with a rifle. The same example applies to the governmental bodies of our cities, our states and, to a large extent, to our Nation. There are too few leaders and too many followers. You hear the crying need all over the land that the city councils and other governing bodies do not succeed in getting for their cities the things they need. I will tell you the trouble is that their efforts are too much scattered. They are not concentrated enough in order to procure the desired results.

It is the duty of every business man and every professional man to take an interest in politics, and to do the best that he can to bring about a situation which is just and fair to all.

In this day there is a certain feeling of unrest—a certain doctrine which has been termed socialism—that has come up in this country. This doctrine means not government by laws, but government by men. The fundamental law of this Nation is found in the Federal Constitution, which is one of the finest pieces of man's work that has ever been written into the

history of a nation, and in the preservation of this constitution lies the safety of this Nation. To carry the example a little further, and bring it home: Mexico is not a nation governed by laws, but is a nation governed by men. They respect no fundamental law, no constitution, but every man has a constitution and a law of his own. As a result, there is a continual conflict between men as to who and what shall rule, and I leave this example before you because as we look into the future we hear a voice that is now heard throughout this Nation that we should do away with the constitution to a certain extent and leave in the hands of the people the determination as to what is law and what is error. My friends, there lies the danger of the future. Do not for one moment lose faith in the old constitution that has stood so many years and has been so instrumental in bringing about the high state of civilization and prosperity of this country. Look well into the future from a political standpoint and determine whether you desire to live under a constitution where your life, liberty and property is safeguarded or whether you desire to live under a constitution where it may be changed by a whim of the populace upon a moment's notice. These are the large questions which confront the business man, the professional man and every other man who takes an interest in politics, and it is a question which should be determined carefully and deliberately by every one of you, because the time is coming in this land when you and I must meet that question, and we must determine whether this Nation shall pursue the same steady, staunch and steadfast course it has pursued in the past or whether we are to break away from the moorings which have been so safe and launch out into the open sea of uncertainty; the old ship of state to be directed on her course, not by the rudder in the hands of her pilot, but her course to be directed and her path marked out by her crew as it may vote every day.

Some of the Benefits of Enthusiasm.

Written for the Cheesemaker.

Enthusiasm is a tremendous factor in modern business.

If merchandizing ability, business sense, or selling genius is the engine of modern business, enthusiasm is the steam in the boilers that makes the engine go.

It's enthusiasm that puts interest and snap and go into a business proposition; and if, for any reason enthusiasm fails perceptibly, the whole works slow up.

Enthusiasm has been called an asset of business. It is more than that; it is an essential.

When, by reason of advancing age, ill health or waning interest on the part of the original founders of a business institution, the business begins to drop off, new blood is introduced. New blood means fresh enthusiasm—and it takes fresh enthusiasm to make the wheels go round.

Enthusiasm is characteristic of youth, red blood, health, virility, and born masterhood. It sometimes makes mistakes, but there is this redeeming thing

about it; it does things. Where enthusiasm is linked to good common sense, guided by experience, and controlled by solid merchandising principles, enthusiasm is justified by increasing sales and larger profits.

In saying that enthusiasm is characteristic of youth, the statement should be qualified; it is normally so. But there are exceptions. Some men are old, ossified and at the very extremity of their tether at thirty; while other men are young, virile, enthusiastic, progressive and prosperous at fifty, sixty, and beyond. It isn't written in the code that a man shall give up his enthusiasm simply because his temples are streaked with silvery strands.

While enthusiasm is a thing of temperament primarily, it is amenable to laws and flourishes best where conditions are right. Health has much to do with enthusiasm. If one has a treacherous stomach or an abominable liver, it is difficult to be hopeful and cheerful and enthusiastic. Some people are strong enough to rise above handicaps of this sort, and keep sweet and cheerful and enthusiastic and aggressive in spite of physical infirmities and disabilities; but most people thus handicapped can't. Therefore the admonition: guard the liver with all diligence, for out of it are the issues of enthusiasm. Fear God and eat moderately, and when thou art old, thine optimism shall not depart from thee.

Enthusiasm is closely related to knowledge and masterhood. Our interest in a business proposition ordinarily increases *pari passu* with our knowledge of it. The more exact, comprehensive and incisive our information about the goods, the more active our enthusiasm in displaying, advertising and selling them. Dull, phlegmatic, unenthusiastic and dry-as-dust salesmanship usually springs out of the soil of a wide and deep ignorance concerning things that ought to be known. If you want to get one of your clerks interested in a certain line of merchandise, start him on the trail of special information about that line; encourage him to range far, spade deep, and smoke out every available fact with reference to that line—and watch his interest and enthusiasm grow. Superficial information, smattering knowledge and added facts—these are foes to enthusiasm.

Enthusiasm is infectious. The salesman who is interested is pretty apt to be interesting. Out of the fullness of his information he speaks persuasively. Many indifferent and negative customers who merely came to look remain to buy, when they find themselves face to face with an aggressive, forceful, enthusiastic salesperson. Enthusiasm is an important qualification in every vocation, but in storekeeping enthusiasm is absolutely essential.

Frank Fenwick.

George A. Glerum, Cashier First State Savings Bank, Evart: "Enclosed find draft for \$1 in renewal of our subscription to Tradesman for one year. The inspiration which your first page brings to us each week is worth many times the price asked for your good paper."

Once in a while a young man fails in love and lands on his feet.

*Address delivered before Hudson Business Men's Association, December 9, by Clarke E. Baldwin, of Adrian.

News Items From the Soo.

Sault Ste. Marie, Jan. 13—R. Wheatley, of the firm of Wheatley Bros., one of the hustling Ashmun street grocers, has been laid up for the past week with neuralgia, while his brother Frank is looking after the business interests. R. Wheatley has been devoting much of his time while indisposed to the dry campaign which is scheduled to take place during 1915, as the fight has been given up for the spring elections on account of the Canadian Soo going wet in the recent elections.

D. H. Moloney and wife left this week to spend the winter in Florida, where Mr. Moloney will devote most of his time to fishing and hunting. Mr. Moloney is proprietor of the men's clothing store and a pioneer at the business, his store having the reputation of never having had a special sale nor quarter-off in the history of his career and he has certainly made a success of the business without the usual "slaughter-sales" which are so numerous in that line of business. Mr. Moloney believes in enjoying himself during the dull season, instead of giving away his merchandise in order to raise funds for his spring goods.

R. W. Pearce, the popular Ashmun street druggist and owner of one of the finest speed launches on the river, is getting ready for the opening of navigation and is putting all his spare time on his launch contemplating a good time next summer. Not a bad idea.

A. Goetz, the leading grocer of Gatesville, and supervisor for his township, sent a wireless to the Soo last week for an auto to bring him in to the Soo, as Mr. Goetz's own machine was put up for the winter. He reports a very pleasant journey, with only two blow-outs on the road in. As the temperature was near the zero mark it is needless to say that Mr. Goetz and party got their money's worth out of the trip and a happier man, seated by the fire-side in the Murray Hill Hotel on the evening of his arrival that Mr. Goetz would have been hard to find. While enjoying his cigar he met the representative of the Tradesman and renewed his subscription immediately. While at the hotel, he also met some of the traveling men who were figuring on making the trip to Gatesville in order to get Mr. Goetz's order for his additional winter supply. Cigars were passed around by the boys who were able to book Mr. Goetz's winter order without making the trip and losing two days' time in doing so.

Burglars entered the meat market of J. Agnew & Co. last Friday night and relieved the market of the loose change in the safe and register. It was found that the burglars rang up the register so as not to break it. Mr. Agnew thinks it must have been the work of amateurs, as they did not take any meat. Professional burglars would have taken meat in preference to currency at the present high prices.

Chas. Fields, the popular cigar store proprietor and Comptroller, has outgrown his former place of business at 502 Ashmun street and has moved to larger and more commodious quarters at 214 Ashmun street. It is expected that the next move Mr. Fields makes will be to put up a large stone building of his own with a garage in the rear, as Charley holds the city championship for unique driving outclassed only by Max Schoeneman and Barney Oldfield.

S. D. Newton, of the firm of Booth-Newton Co., is a very busy man laying plans for the enlargement of their place of business for the coming year. It is reported that he is at his desk at 6 a. m. and it is not an uncommon sight to see him working by the dim lights in the small hours, his only hobby being dancing the light fantastic, at which he holds the record in that line. He is always ready and willing to forget business to attend a dancing party.

F. Campenoro has opened a grocery store at 300 Magazine street. It is an ideal location, near the union depot, and prospects are bright for him to get

a good share of the trade in the west end of the city.

Charley Follis, the jovial proprietor of the Ye Toggery Shop, has entered the hockey team for this season. The boys are in good trim and some record-breaking games are looked forward to.

The first military funeral held here for the past two years took place at the Soo last week, when J. Heaney, of Company M, Michigan National Guards, who passed away at the home of his parents on Ashmun street, was laid to rest. The funeral services were taken charge of by the members of Company M. The Company marched to the armory where military services were held and the remains interred at Pine Ridge cemetery.

J. T. Bennett, the popular real estate man here and champion booster of Cloverland, has great faith in the future of the Soo and he is putting through numerous land deals and is losing very few opportunities where he can explain the possibilities and prospects of the agricultural district where the farmer is king. We only regret that we have not more Cloverland boosters of Mr. Bennett's type. If we had it would help to stop the immigration into Canada to a great extent.

P. T. McKinney, of the firm of Peppard & McKinney, reports last summer as being one of the most successful in his business career. He is still handling the Hart canned goods and occasionally Swift's Premium oleomargarine.

Prosecuting Attorney Thomas J. Green sprung a surprise on the community here when he asked for the resignation of two of our police commissioners. While the charges have not as yet been made public, it is understood that a general clean-up is about to take place and that the Soo in the near future will be transformed into a Garden of Eden.

We note by the papers that Bay City has five women police officers who have been appointed to look after the dance halls and moving picture theaters. They have the start of us in that respect, as the picture shows at the Soo are conducted very orderly and patronized by the best people in the community, while the dance halls are also conducted on a respectable basis from all reports. The ban is put on the tango in general.

Fred Everling, one of the Soo's wide-awake insurance agents, has been called to Fon Du Lac by the illness of his mother.

The proprietors of the Leader Store, Moses & Company, gave their annual banquet and ball to their thirty-five employees in Odd Fellows hall last Wednesday night. It is reported that the event was enjoyed immensely by the employees and will long be remembered. Nordyke's orchestra furnished the music. Much comment is expressed over the loyalty of the company to its employees for their services.

Word was received in the city from Mrs. John Gibson, of 69 York street, Hamilton, Ont., asking for information regarding the whereabouts of her husband. Mr. Gibson was a meat cutter by trade and is supposed to be in this vicinity. Mrs. Gibson wishes to get word to him, if possible, because of the serious illness of their child.

A new furnishing goods and clothing store has been opened here by Callaghan & Kohn, near Ashmun bridge, and from the names it would appear that they will get the largest part of the trade in this community.

The most direct way of correcting the defects and abuses of the Federal oleomargarine law, of which Secretary McAdoo complains, is to repeal the law and abandon the idea of taxation except in such form of license fee as may be necessary to establish and maintain a proper regulation of its production. If oleomargarine or any other substitute for butter is not a fit article for food, its production and sale should be prohibited. If it is fit for food and properly manufactured and handled—and there can be no doubt as to that—it should not bear a burden of taxation

any more than any other article on the poor man's table. The oleo tax is kept on the statute books largely because of prejudice on the part of some consumers and of selfishness on the part of butter producers, or rather, the speculators of the butter market. The price of butter is high, due to natural and artificial causes, but instead of going across the water to import butter, the more reasonable relief would be to remove the tax from any legitimate substitute for butter and to encourage its use, retaining only such restrictions on its production and sale as may be necessary to prevent its fraudulent substitution.

W. R. Wagers, representing the Michigan Tradesman of Grand Rapids, was in the city last week calling on the local trade and from the amount of renewals and subscriptions taken by Mr. Wagers, it would appear that he has most of the leading merchants on the list. He reports good business in every part of the Upper Peninsula.

The new school building at DeTour was opened last Monday with appropriate ceremonies. There was great rejoicing by the people in that community and they are to be congratulated upon the new school, which is equipped with all modern conveniences, well lighted and ventilated rooms, which are among the best in the country. The structure cost about \$25,000. An interesting programme was carried out at the opening and the new school will be enjoyed by the residents of DeTour who have been crippled for school room for the past few years.

Dan McLeod, the popular lumberman operating at Garnet, was a visitor in the city last week. Mr. McLeod is full of business and is not crying hard times, but going right ahead with his operations. He states that he has every reason to believe that the market on lumber will pick up shortly and with the labor conditions as they are at present, he is able to get all the men that he wants—good husky fellows of the right kind. He shipped up fifteen more men this week. Mr. McLeod has about three million feet of lumber in the yards, but he is going to take out every log he can get out so long as the snow lasts.

The Loud Lumber Co., operating at Charles, began its winter haul this week. It has been making ice roads until this last fall of snow. It expects to get out about two million feet of logs this winter which will be brought up by sleighs on account of the railroad not operating during the winter. The longest haul is four and a half miles.

Earl F. Coe, for the past few years immigration officer here, has been transferred to Port Huron. He is succeeded by Thomas M. Ross, formerly of the tunnel service at Port Huron. Mr. Coe has been an efficient officer here and made many friends while in the city who regret to learn of his departure. Mr. Ross, however, comes highly recommended. We trust he will be pleased with his new home.

The H. C. Johnson Co. of Kreeton, is lumbering extensively on Drummond Island this winter and is looking for a married man to manage its store, so if any of the boys know of a good man, have him communicate with Mr. Johnson, as this will be a good position.

Thos. J. Green, formerly a member of the firm of Davidson, Hudson & Green, law firm, has withdrawn from the firm and gone into partnership with Merlin Wiley, former prosecutor. Mr. Green, although a young man, and now prosecutor of Chippewa county, has made a record since taking over the office. He is doing much to clean up the surrounding country and is getting the gamblers and evil doers wiped off the map and it is hoped that he will get enough support from the citizens to encourage him to continue the work.

The boys on the road will regret to learn that "Dad" Wilson, representing the Cudahy Packing Co., was taken very sick at his hotel at the Soo re-

cently. He was moved to his home at Green Bay, where it is hoped he will recover. H. Schiff is making the territory during Mr. Wilson's absence.

The Central Paper Co. has started its mill at Nogi and expect to cut in the neighborhood of ten million hemlocks this winter.

Travelers will be pleased to learn that Ollie Smith, of Trout Lake, has decided to rebuild his hotel which was recently destroyed by fire. The new structure is to be a three-story building with fifty-seven rooms and will be modern in every particular. Work on the building will be started as soon as possible. W. G. Tapert.

Jaunty Jottings From Jackson.

Jackson, Jan. 12—We are launched once more upon another year. The old year is gone and, while it is good to hold in memory whatever was helpful, it is also good to forget with its passing, the failures and disappointments. We do not know at present what the coming days of this year will present to us in opportunities and rewards, but if we live it one day at a time, with a firm determination to do our best to make it profitable, in the spirit of the Golden Rule, a guarantee of satisfaction is ours.

Already signs of increasing activity are manifest and it would seem reasonable to believe that we are about to forge ahead into a new era of prosperity and achievement. At least, this is the local feeling in Jackson, especially in a manufacturing way, and already some very large contracts have been secured by certain local factories. A readjustment to new legislation is sometimes necessary, but this accords with the Yankee spirit and, after readjustment, the movement is onward.

We are glad to report that Mrs. K. S. Dean is recovering from a serious operation. Mr. Dean is Chaplain of Jackson Council, No. 57, and also a Past Counselor.

One of the important holiday functions of our city was the golden wedding anniversary of Mr. and Mrs. J. H. Russell, Sr., on Dec. 30. It was celebrated by an informal reception to the public from 4 until 10 p. m., after a much enjoyed family luncheon had been served at noon. Mr. Russell is one of our veteran traveling men and a member of Jackson Council, No. 57. Mr. and Mrs. Russell are both young in spirit and are held in high esteem by all who know them.

On Dec. 31, just ten miles from Jackson, Mr. and Mrs. Harrison B. Tripp celebrated their golden wedding anniversary by a public dinner and reception in the Masonic Temple, at Horton. Mr. Tripp conducts a hardware business. Mr. and Mrs. Tripp have brought up a family of seven children, all of whom are living. Among the children are Mrs. Wellman, of Horton, wife of E. A. Wellman, general merchant, and George Tripp, of Garrett & Tripp dealers in groceries and crockery, Hudson.

Andrew R. Gfell, grocer, Ann Arbor, has changed the interior of his store and added an up-to-date office and equipment. Mr. Gfell is one of those hard working grocers who ever has an ambition to be progressive and maintain a large and growing patronage through honest dealing, efficient service and high quality goods. This is the story of his success and will be in the future.

I. G. Lamb & Son succeed C. King & Co., Ypsilanti. John Lamb says it is forty-one years ago since he came to Ypsilanti and his whole life has been spent in the retail grocery business. The firm of C. King & Co., of which Mr. Lamb was partner and manager, built up a large business, so that it must be a matter of pride to both father and son when Mr. Lamb takes his son Charles as part owner of this establishment.

Duval night Saturday evening, Jan. 31, will be observed by Jackson Council, No. 57. Spurgeon.

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 12.—There is more life at last to the spot coffee market. Roasters are making money and so are retailers and if the latter will hustle more he will find the coffee counter an active spot. Quotations are firmer and at the close Rio No. 7 is quoted at 9½¢ and Santos 4s 12¢@12¼¢. In store and afloat there are 1,931,517 bags of Brazilian coffee, against 2,672,876 bags at the same time a year ago.

Teas remain practically unchanged. Buying is simply for everyday requirements. No changes are to be noted, but sellers are bound not to make any concession in price. Statistically, the article is in their favor and they are firm in their views. Orders have been received from London here for Congous and this has helped to improve the situation.

The sugar market has ruled quiet and unchanged. At the close the general quotation of granulated is 4.10¢. Meltings of sugar are not large and refiners do not intend to carry large supplies with the tariff reduction looming up just ahead.

Rice shows a little improvement from week to week and the supply of good domestic stock is only moderate, although there is no dearth. Former quotations are again made, prime to choice domestic being held at 5½¢@5¾¢.

In spices there has been an advance in nutmegs and 75s to 80s are quoted at 14¾¢@15¢. The general market shows improvement since the beginning of the year and holders are sustaining rates very firmly.

Grocery grades of molasses are well held, but the general market shows some slackening since the holidays. Former quotations are repeated—good to prime centrifugal, 35¢@40¢.

There is reported a firmer feeling for canned 3s tomatoes and sellers are holding on tighter than a fortnight ago, feeling that the very bottom has been reached and that we are now in for a better market. Desirable stock is sustained at 65¢ for Maryland and 72½¢ for Jerseys, f. o. b. Canned peas are showing improvement in demand, especially for the better grades, while corn is doing better. Little if anything is being done in futures.

Butter is lower and the market is said to be in an unsatisfactory condition for holders. Extra creamery, 34½¢@35¢; firsts, 28½¢@33¢; held stock, 32¢@33¢ for extras and 28¢@31¢ for firsts; top grades of dairy, 32¢@33¢; factory held, 22¢@23¢; current make, 21¢@21½¢; imitation creamery, 22½¢@23½¢.

Cheese is well sustained at 17½¢ for best whole milk N. Y. State. Wisconsin daisies, 16¾¢@17¼¢.

Open weather has sent in ample supplies of eggs and every grade is lower, while the demand is only moderate. The range of Western is from 35¢@39¢; refrigerator stock, 28¢@30¢.

Boomlets From Bay City.

Bay City, Jan. 12.—Snow, snow, beautiful snow reached here last night in large quantities. It came in gusts, clouds and swirls.

R. A. Reed, of Alpena, who during the past four years has traveled the Northern half of the State for the Kruce Cracker Co., has resigned to accept the Minnesota agency for the Beatty Felt Boot Co., of Mishawaka, Ind. Mr. Reed will, in the near future, remove his family to Minneapolis. Our State's loss will be Minnesota's gain.

Matt Berhman, formerly of Detroit, has located in Bay City and will work the Northern and Western portions of the State for the H. W. Watson Co., of Flint. We welcome you, Bro. Berhman.

F. L. Van Tyle, with the Blackney Cigar Co., Saginaw, will work faster this year than ever before, as he now sees his trade every three weeks. If you are in doubt regarding the quality of the Blackney cigars, just ask Van.

Landlord Heyer, of the National Hotel, Owosso, is sure giving the boys their money's worth. "No more roller towels," says Son.

Harry Zirwes, with Symons Bros. & Co., Saginaw, claims that cheap sugar doesn't affect him, as he is sweet enough without it.

Willard Robinson, of Purity flour fame, has severed his connection with the Chathfield Milling Co., Bay City and is still undecided as to the line of work he will take up.

The office of the Bay City Board of Commerce has been removed to more commodious quarters, which indicates that the members of this organization are now ready to support Mr. Runyan, the efficient Secretary, in his efforts to accomplish results that will be of practical and permanent benefit to Bay City.

Bay City has the distinction of being the home of one, who is doubtless the oldest commercial traveling man, from point of number of years' service at least, in the State of Michigan. E. B. Braddock is conceded

to be the pioneer commercial traveler working out of Bay City, and the fact that he has reached his 75th milestone and is still as hale, hearty and happy as he was twenty-five years or more ago is a source of satisfaction to his legion of friends, not only in this city, but throughout the State, where he is widely known.

In honor of his remarkable career and personal worth Mr. Braddock was elected president of the Veteran Traveling Men's Association, which meets each year in Detroit. Last year he was vice-president and at Tuesday's meeting he was accorded further honor by election as the head of the organization.

Edward B. Braddock is a native of Essexville, Conn., and came to Bay City in 1859, where he has grown up with the town and become a fixture of usefulness in the commercial life of the community. For many years he has been identified with the leading commercial concerns of the city. He is now traveling salesman for the Bay City Grocer Co. and for years held a similar position for the predecessors of that company. He was a member of the old original firm of Beebe & Braddock, then the firm became Beebe, Braddock & Bateman, and later on he was associated with W. I. Brotherton & Co., which was

succeeded by the H. W. Jennison branch of the Smart-Fox Co., which was succeeded in turn by the Bay City Grocer Co.

Mr. Braddock has been on the road for fifty-one years and during that period has seen Bay City develop to its present position of importance. In former years he many a time drove a team from here to Alpena to visit his trade, and still employs a similar method to reach remote sections where his trade is located, and even yet drives over 250 miles of corduroy road.

Next Sunday night, according to his weekly custom, he will start out on a regular trip and cover a territory which will require his absence until the end of the week. Mr. Braddock is popular with the commercial traveling fraternity in the State and there are few that can show better records of sales than he, in his particular line of endeavor. He is one of Bay City's popular citizens and despite his long years of energy he enjoys a prospect of many more years of activity.

Pub. Com.

Many a man's idea of a happy home is one in which his wife poses as a dressmaker, cook and maid of all work.



Start the New Year Right...

Make This Resolution:—

"I am going to have my wife try a sack of

New Perfection Flour

and demonstrate for myself whether or not it will make

"1—Better white bread.

"2—More delicious, flaky pastry.

"I know I am safe in doing this because the mill guarantees the above results and I can return the unused flour and get a full refund if it doesn't."

It's a good resolution and the guaranty still holds good.

Watson-Higgins Milling Company
Grand Rapids, Mich.





Michigan Poultry, Butter and Egg Association.

President—B. L. Howes, Detroit.
Vice-President—H. L. Williams, Howell.
Secretary and Treasurer—J. E. Waggoner, Mason.
Executive Committee—F. A. Johnson, Detroit; E. J. Leg, Midland; D. A. Bentley, Saginaw.

Proposed Cold Storage Act for State Enactments.

The Committee on Purity of Articles of Commerce appointed by the National Conference of Commissioners on Uniform State Laws has published a tentative draft of a cold storage act designed to serve as a model for state enactments after amendment in accordance with acceptable suggestions. The committee having this work in hand is as follows:

Walter E. Cote, chairman, Stamford, Conn.; Walter C. Clephane, Washington, D. C.; Carlos C. Alden, Buffalo, N. Y.; Harry E. Kelly, Denver, Colo.; Chas. McCarthy, Madison, Wis.; Cyrenius P. Black, Lansing, Mich.; Thomas A. Jenckes, Providence, R. I.

We print below the work of the committee in its present form. In publishing this they make the following statement:

"The draft is merely for the purpose of securing the widest criticisms and suggestions of all parties affected by or interested in such legislation. The members of the committee will appreciate such criticisms and suggestions as will aid them in improving the draft, and in presenting a practical and equitable statute, which will respect private interests, and at the same time adequately safeguard the public health and the public interest."

Be it enacted, etc.

1. That for the purpose of this Act, a "Cold Storage Warehouse" shall be defined as a place artificially cooled to a temperature of 45 degrees Fahrenheit or below, and in which food intended for sale is placed and held for a period exceeding thirty days, but shall not be construed as applying to private dwelling houses or to refrigerating cars.

The terms "article of food" and "articles of food" as used in this act shall be construed to mean and include fresh meat and fresh meat products, except in process of manufacture, fresh food, fish, game, poultry, eggs and butter.

2. No article of food intended for human consumption shall be placed or received in cold storage if diseased, tainted or so deteriorated in any other way as to injure its keeping, or if not slaughtered, handled and prepared for storage in accordance with the law and such rules and regulations as may be prescribed by the State Food Commissioner for the slaughtering, handling and sanitary preparation of food products for cold storage, under the authority hereinafter conferred. Any article of food, if intended for use other than human consumption, shall be marked by the

owner before being cold stored in accordance with the forms prescribed or to be prescribed by the State Food Commissioner, under authority hereinafter conferred, in such a way as to plainly indicate the fact that such article is not to be sold for human food.

3. No person, firm or corporation shall, by himself or another, place or store in any cold storage warehouse in this State articles of food as herein defined unless the same shall be plainly marked, stamped or tagged, either upon the container in which they are packed, or upon the food itself, with the date of receipt: Provided, that all such food in any cold storage warehouse at the time this Act goes into effect, shall, before being removed therefrom and within thirty days of the time this Act goes into effect, be plainly marked, stamped or tagged with the date when it was placed in cold storage or with the date when this Act goes into effect.

No person, firm or corporation, shall, by himself or another, remove such food from any cold storage warehouse unless the same shall be plainly marked, stamped or tagged, either on the container in which it is enclosed or upon the food itself, with the date when such food is removed from the warehouse: Provided, that when such foods are removed for interstate shipment, such marking or tagging shall not be required.

4. No person, firm or corporation as owners or having control shall keep in cold storage, any article of food for a longer period than twelve calendar months, except with the consent of the State Food Commissioner, as hereinafter provided. The State Food Commissioner may, upon application, grant permission to extend the period of storage beyond twelve months for a particular consignment of goods, if the goods in question are found upon examination at the end of twelve months to be in proper condition for further storage. The length of time for which further storage is allowed shall be specified in the order granting the permission. A report on each case in which such extension of storage may be permitted, including information relating to the reason for the action of the State Food Commissioner, the kind and amount of goods for which the storage period was extended, and the length of time for which the continuance was granted, shall be included in the annual report of the State Food Commissioner. Such extension shall be not more than sixty days; a second extension of not more than sixty days may be granted upon a re-examination, but the entire extended period shall be not more than one hundred and twenty days in all.

5. It shall be unlawful to sell, or to offer or expose for sale, articles of food which have been held in cold storage without notifying persons purchasing, or intending to purchase the same, that they have been so kept by the display of a placard conspicuously marked, "Cold Storage Goods," on the bulk mass or article, and it shall be unlawful to represent or advertise as fresh goods articles of food which have been held in cold storage.

6. It shall be unlawful to return to cold storage any articles of food which has once been released from

We Are in the Market to Buy BEANS, POTATOES

What have you to offer? Write or phone.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.



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A LIVE PROPOSITION FOR LIVE DEALERS
Wykes & Co., Mich. Sales Agt., Godfrey Bldg., Grand Rapids



M. O. Baker & Co., Toledo, Ohio

Want

No. 2 Barrelled and Bulk Apples.
Correspond with us.

Potato Bags

New and second-hand, also bean bags, flour bags, etc.

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

Loveland & Hinyan Co. GRAND RAPIDS MICH.

We are in the market for car lots
APPLES AND POTATOES.

BEANS—Car lots and less.

Get in touch with us when you have anything to offer.

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Jobbers and Shippers of
Everything in

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The Secret of Our Success
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BUYING POWER

We have several houses, which enable us to give
you quicker service and better quality at less cost.

M. PIOWATY & SONS
GRAND RAPIDS, MICH.

Western Michigan's Leading Fruit House

such storage and placed on the market for sale to consumers, but nothing in this section shall be construed to prevent the transfer of goods from one cold storage warehouse to another: Provided, that all prior stamping, marking and tagging shall remain thereon, and that such transfer is not made for the purpose of evading any provision of this Act.

7. Any person, firm or corporation desiring to operate or to continue to operate a cold storage warehouse shall make application in writing to the State Food Commissioner for that purpose, stating the location of his plant or plants. On receipt of the application the State Food Commissioner shall cause an examination to be made into the sanitary condition of said plant or plants, and if found by him to be in a sanitary condition and otherwise properly equipped for the business of cold storage, the State Food Commissioner shall cause a license to be issued authorizing the applicant to operate such cold storage warehouse or warehouses for and during the period of one year. The license shall be issued upon payment by the applicant of a license fee of— to the Treasurer of the State for each such warehouse.

8. In the event that any place or places, or any part thereof, covered by a license, under the provision of this Act shall at any time be deemed by the State Food Commissioner to be in an unsanitary condition, it shall be the duty of the State Food Commissioner to notify the licensee of such condition and upon the failure of the licensee to put such specified place or places or the specified part thereof, in a sanitary condition within a time to be designated by him, it shall be the duty of the State Food Commissioner to prohibit the use under his license of such specified place or places, or part thereof as he deems in an unsanitary condition until such time as it may be put in a sanitary condition.

9. It shall be the duty of any person, firm or corporation licensed to operate a cold storage warehouse, to keep an accurate record of the receipts and the withdrawals of the articles of food, and the State Food Commissioner shall have free access to those records at any time. Every such person, firm or corporation shall, furthermore, submit a monthly report to the State Food Commissioner, setting forth in itemized particulars the quantity of food products held in cold storage. Such monthly reports shall be filed on or before the fifth day of the following month, and the reports so rendered shall show the conditions existing on the last day of the month reported. The monthly reports so made to the State Food Commissioner shall be public records, and shall at all reasonable hours be open to inspection of the public.

10. It shall be the duty of the State Food Commissioner to inspect and supervise all cold storage warehouses in the State and to make such inspection of the entry of articles of food therein as the State Commissioner may deem necessary to secure proper enforcement of this Act. He, or his duly authorized agents, inspectors or employees shall be permitted access to such establishments and all parts thereof at all reasonable times for purposes of inspection and enforcement of the provisions of this Act. The State Food Commissioner may also appoint and designate such persons or persons as he deems qualified to make the inspection herein required.

11. The State Food Commissioner may make rules and regulations with respect to the slaughtering, handling and sanitary preparation of articles of food for cold storage, and the violation of such rules shall be punished on conviction, as provided in Section 12 of this Act. Such rules and regulations shall be filed in the Commissioner's office, and shall be published in such newspapers as publish the

laws of the State, and such rules and regulations shall not take effect until thirty days after such filing and publication.

12. Any person, firm or corporation violating any of the provisions of this Act shall upon conviction be punished for the first offense by a fine not exceeding one hundred dollars (\$100) and for the second offense by a fine not exceeding one thousand dollars (\$1,000) and by imprisonment of not more than six months or by both such fine and imprisonment.

13. All Acts and parts of Acts conflicting with the provisions of this statute are hereby repealed.

COMING CONVENTIONS TO BE HELD IN MICHIGAN.

January.
Retail Walk-Over Association, Grand Rapids.
Michigan Poultry Breeders' Association, Detroit, 26-Feb. 2.

February.
Fifth Annual Automobile Show, Grand Rapids, 9-14.
Michigan Dairyman's Association, Grand Rapids, 10-14.
Retail Grocers and General Merchants Association, Grand Rapids.
Michigan Association of County Drain Commissioners, Grand Rapids, 3-5.
Michigan Retail Hardware Dealers' Association, Kalamazoo, 17-20.
Michigan Association of Commercial Secretaries, Jackson.

March.
Michigan Association of Master Plumbers, Grand Rapids.
United Brotherhood of Carpenters and Joiners, Saginaw.

April.
State Bowling Tournament, Detroit.
Michigan Cost Congress, Saginaw.
May.
Michigan Congregational Conference, Grand Rapids.
Michigan Letter Carriers' Association, Detroit, 30.
Degree of Honor, Flint.

June.
Michigan Dental Society, Detroit.
Knights of Columbus of Michigan, Detroit, 10.
U. C. T. Grand Council, Saginaw, 12-13.
National Association Chiefs of Police, Grand Rapids.
B. P. O. E., Petoskey.
G. A. R., Jackson.
Michigan State Bankers' Association, Alpena.
Michigan Unincorporated Bankers' Association, Alpena.

July.
Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Grand Rapids.
Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.

August.
Tribe of Ben Hur, Lansing.
Michigan Postmasters' Association, Grand Rapids.
Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
American Pharmaceutical Association, Detroit, 24-29.
Michigan State Pharmaceutical Association, Detroit, 25-27.
Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.

September.
International Association for the Prevention of Smoke, Grand Rapids.
Michigan Association of County Superintendents of the Poor, Grand Rapids.
Michigan Association of Local Fire Insurance Agents, Grand Rapids.
Michigan Constitutional Convention, Grand Rapids.

October.
Order Eastern Star, Grand Rapids.
Michigan Poultry Association, Grand Rapids.
Michigan State Teachers' Association, 29-30.

November.
Michigan State Sunday School Association, Adrian.
Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

December.
Michigan State Potato Association, Grand Rapids.
Michigan State Grange, Battle Creek.
Michigan Bricklayers, Masons and Plasterers' Association, Jackson.

The Queer Sex.

"I always knew women were inconsistent, but I heard of one to-day that takes the cup-cake."

"What did she do?"

"Chased her husband out of the house with a stove-lifter and then cried because he left her without kissing her good-bye."

HART BRAND CANNED GOODS

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W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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Established 1873

Liberal shipments of Live and Dressed Poultry wanted, and good prices are being obtained. Fresh eggs more plenty and selling well at quotation.

Dairy and Creamery Butter of the better grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

We want Butter, Eggs,
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STROUP & WIERSUM

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THE ONLY OYSTER HOUSE IN GRAND RAPIDS.

We make a specialty of oysters, only.
WHOLESALE DISTRIBUTORS OF OYSTERS.
LOCKWOOD CO., (W. F. Fisher, Mgr.)
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Make Out Your Bills

THE EASIEST WAY

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Send for Samples and Circular—Free.

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If you want any HIDES or FURS of any kind, tanned, call on us—we will do it for you. We also make ROBES. Give us a trial.

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We will be pleased to show you the 20th Century Visible Indicating Automatic Standard Computing Scale.

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SERVICE

Our aim is to give our customers the best service possible. Orders are shipped the same day they are received. This applies to mail and telephone orders as well as all others. If you are dissatisfied with your present service we solicit a trial order.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers



What the New Tariff Law Means to Clothiers.

The new year brings an evolution in the clothing world. It is an evolution that will champion honesty, work for the consumer's betterment and help the manufacturer, the retailer, merchandising, advertising and salesmanship. This evolution is the new tariff law on men's clothes.

The new tariff law makes possible the importation and sale of fine, rich, foreign fabrics on almost the same basis as domestic fabrics. American manufacturers will be placed in open competition with foreign manufacturers who, generation after generation, have studied, improved and taken pride in the design and crafting of weaving until the product of these foreign manufacturers now stands for the ideal of quality, foreign manufacturers who have had the wide world's market to select raw materials from—selected stuffs from Brazil, Australia, Ireland and elsewhere, undutied. The weavers of America will have to furnish clothes makers a product in quality, crafting, design and coloring equivalent to imported at the same price.

American men will be able to wear the same range of foreign fabrics as the men in Paris, Melbourne, London, Vienna, Berlin, and Stockholm; not possible heretofore in the middle octaves of popular prices, because of high duties.

American manufacturers of fabrics will have at their disposal, with the tariff revised, the same fine wools to craft with as foreign weavers.

Now, do not misunderstand this. The new tariff law will not lower the price of clothes, as a large portion of the inadequately informed public believes. Rather it increases the measure of quality in fabric, enhances the result of tailoring and makes it possible for the men who can only afford \$25 for a suit to get a fabric in his garments, a foreign fabric, that demanded \$35 before the revision.

As to the actual reduction the new tariff law will be responsible for in the cost of imported raw wool material in any one suit, when made by American weavers, authorities agree it will range but from 75 down to 50 cents a suit.

The consumer is not going to appreciate this, however, unless he is told about it. And you are the man to bring what it means for him to his attention.

When you pick a suit off the rack that has an imported label on the sleeve impress on the customer the fact that never before has he been able to get an imported fabric at

such a price, and why. Explain the effect of the new tariff law. And another thing. The better fabrics that will be used in clothes will accent the workmanship in their tailoring.

A \$25 suit with a foreign fabric in it formerly only possible in a \$35 suit, will assist the splendid tailoring, elegance of finish in it, will increase the effectiveness of both, in looks and service.

And by the way, I want to impress on you that not enough has been said to the customer about the workmanship of the clothes we sell.

I want the man who gets into a suit to be familiar with the part he doesn't see—the crafting, the part that means so much, the part on which depends the satisfaction in looks and service when clothes are broken in, the part he kicks about when the workmanship falls down.

Two houses may look practically alike outside, and one be worth \$10,000 and the other \$6,000. Their difference being in the foundation, the covered skeleton, the jointing, the interior finish, the plumbing and lighting.

Two suits may look practically alike and one be worth \$25 and the other \$20. The same fabric may be used in both, the difference being in the preshrinking, the shaping, cutting, thread, haircloth, canvas, buttonholes, lining and finishing.

Your duty is to show this difference. You are not through assisting a customer until you do show him; until you point out that a man not only gets the finest imported fabrics in the world, but fabrics crafted in the best way, the most sincere way the highest paid tailoring the world knows of. You are not through until you explain the preshrinking, the way the front of the coat is made—the shaping of the garments—the pure silk sewing—finishing—fitting—buttonholes—wrinkleless backs.

Otherwise what is the use of giving the kind of values we are giving? What is the use of the maker bending his efforts, what is the use of advertising, if you who are paid the best of wages do not let the customer know, not make him realize what we are doing for him. So you see we will have more in 1914 to offer the community.

It is almost time for our mid-winter sale. I wonder if you have ever looked at our twice yearly sales as more than bargain events? I wonder if you have ever looked upon them as civic benefits. I'll tell you why they are. In the first place the merchandise is guaranteed. And not on-

ly guaranteed, but new stock—less than a season old.

Every sale is the means of reaching hundreds of people who do not come here any other time in the year. And we have an opportunity to benefit them as well as win their friendship and confidence. Many a man in this community waits for the announcement of the F. B. Silverwood twice-yearly sales.

Every man we get into our clothes at sale time and snatch away from the year-around-sale experts, is benefited. Therefore, our sales are civic benefits. With us a sale, while it sacrifices, is advantageous in that it cleans up the season's stock and puts us in an independent position where we can take advantage of changes that may suddenly arise in merchandising. Where, if we allowed our capital to become tied up in accumulations, we would be helpless.

And at no time in the history of our business has this advantage been so clearly demonstrated as right now with the changes that have grown out of the new tariff law. By cleaning up our season's stocks with a sale, we have our money ready to use to buy the new imports and offer them at the new range of prices. Not only an advantage to us, but to the customer. How much better to have our money "workable"—ready to put into imported chevots, worsteds and tweeds. I wonder what the merchants are going to do who do not believe in sales—who have had the cream of their lines picked through the season and have only the slow-sellers left?

Before closing I wish to speak of the experiment of changing the salesmen from one department to another. The "shifting sands" disclose peculiar things sometimes. While I realize, as I realized at the start that the changing would in a sense lower the efficiency of the entire selling staff, I am mightily glad it has been tried out. We have discovered that a good salesman is a good salesman wherever he is put—in comparison with the salesman who "soldiers" and is prolific with excuses.

The experiment has brought out a great many admirable points that we little knew of in the good salesmen and uncovered some points of weakness in the poor salesmen that we had not noticed. I have found that the law of average in salesmanship amongst you men remains practically the same in the experiment, although the entire scale is slightly lowered. I believe you now agree with me that the fewer excuses the better and that we had a pretty good line on the abilities of the staff of the start.

Why not get ready for inventory right now in the lulls that will come? New tickets where there are soiled ones. Stocks ship-shaped for quick and ready arrangement. Yes, even a mental tabulation of what you will have to "take" keeping it up as the stock fluctuates. You will be surprised how much easier and quicker inventory will be done.

G. E. Nagel.

If all prayers were answered the majority of men would quit work.

He Made a Mistake.

Some years ago in a Western mining town a man was found dead in his hotel room, hanged to a bedpost by his suspenders. The jury of miners brought in the following verdict at the coroner's inquest: "Deceased came to his death by coming home full and mistaking himself for his pants."

No man has a clean record just because he is in the swim.

THE IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

TO REACH YOUR PATRONS AND FRIENDS
USE A MICHIGAN STATE TELEPHONE

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

FOR FINE WEDDING PARTY AND FUNERAL WORK TRY

Crabb & Hunter Floral Co.
114 E. FULTON ST.
Citizens 5570 Opposite Park Bell M 570

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

237-239 Pearl St. (near the bridge). Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

Up-to-date Power Plant For Sale—Big Bargain

One 14x36 Reynolds Corliss Engine with Condenser.

Two Horizontal Boilers, 60x160 inches, in prime condition with feed pumps, piping, etc.

One Hoppes Water Purifier.

The above is at present in use in our mill and will be turned over to the purchaser in say, 60 days.

Call or write early. THOMAN MILLING CO., Lansing, Mich.

We Advertise the Many Uses of Mapleine
telling how deliciously it flavors cakes, frostings, ice cream, desserts and sugar syrup.
Order of your jobber or
Louis Hilfer Co.
4 Dock St., Chicago, Ill.
Crescent Mfg. Co., Seattle, Wash.

THE ANNUAL INVENTORY.

The Best Method of Receiving Satisfactory Results.

Written for the Tradesman.

There are merchants who take an inventory when they begin business, in a more or less haphazard fashion, largely for the purpose of showing the fire insurance agent or other enquiring persons the amount of the stock. There are others who every year follow a sort of ritual which may or may not have a meaning for them, proceed to take stock, as a necessary evil, for the purpose of finding out, theoretically, their profits.

Besides these—those who take no inventory, and those who do the thing regularly, but with a very limited idea of its real value—there is a third and much smaller class which regards the annual stock-taking as a chance to get a really intimate view of the business and to profit by it. And with these, it may be remarked, the inventory is more than likely to be a semi-annual affair than an annual ceremony.

The reason why this is the case will sufficiently appear shortly. It might be illustrated, perhaps, by the usual way of taking stock and the usual result obtained. With the merchant whose method is the perfunctory method of one who wants to get a disagreeable and tiresome job out of the way as soon as possible, the invoices in his file are life-savers at this time—because they save him the labor of devoting his mind to the work.

For example, in checking over this or that lot of goods—canned goods, or dry goods, or stationery—it doesn't make much difference which—this merchant has only to compare what is on hand with the invoice, as checked by sales records or by his memory of sales, and set down the value of what he finds according to the invoice figure. This is very simple and easy, and, as suggested, saves thought.

It is not always a good thing to save thought, however. A business which is operated for any length of time without the use of a good deal of gray matter is likely to find itself getting weak and wobbly; and if there is any place where it pays to think, it is in taking and using the inventory—using it, let it be repeated, as distinguished from laying it away in the safe for reference in case of fire, according to the multifarious provisions of the standard fire insurance policy.

The perfunctory merchant, finding what remains on his hands at the end of the year, and its value, according to what he paid for it, finds his book profits very readily. Invoices and inventory give him the total amount of goods handled, and sales and expenses give the amount to be taken from them to find the profits for the year—the theoretical profits, as the difference might be called.

That is, the difference should be his profits for the year. But is it? That is the question, as Hamlet, Prince of Denmark, said in the course of his justly celebrated soliloquy. Keeping in mind the fact that a large part of the book profits, ascertained by

the process referred to, or by any process of that nature used by the merchant, necessarily consist of the goods on hand, it is highly desirable that the merchant know just how much those goods are worth, in order to know just where he stands at the end of the year's business.

This is why the invoice method of stock-taking—that is, of using invoices not only as a means of checking the goods, but of placing a value upon them as well—may well be called dangerous. If for any reason the goods have depreciated in value during the year, that depreciation must necessarily be taken into account, otherwise the true state of affairs will not be made apparent by the figures obtained; and there can be no reason for any kind of accounting other than to find out the actual facts.

In the nature of things, there are many lines which lose value by being kept on the shelves for any length of time. Some merchants handle comparatively few such goods, while others handle a great many of them. Few or many, however, the thing to do is to look the situation in the eye and get at the root of things. If there is a lot of much-boosted cereal, for example, which shows signs of becoming a permanent sticker, the wise course is to cut its value to a point where a price that will move it can be affixed.

Or if there is on hand more of some seasonal line than can be moved within a reasonable time, similar steps should be taken, for similar reasons—probable deterioration, and the desirability of getting the tied-up capital out for other use. In a word, the merchant who ignores these conditions, which, to a certain extent, exist in every store and places the straight invoice figure on everything in stock, will show a much larger book profit than he can ever realize by any possibility; and if he really wants to know how his business stands, he is deceiving himself rather seriously.

One of the most valuable purposes which the inventory can serve is to show the merchant what lines are moving, and what lines are refusing to move. The latter, as suggested, should be treated accordingly. To carry them along for year after year, at full value, is like ignoring the presence of a disease. Ultimate consequences, in either case, are likely to be disastrous, because such stock, in the end, will eat up the entire capital, and a year will come when the merchant will find that a large part of his entire stock consists of just such junk. And where are his book profits then?

Special sales are therefore entirely logical consequences of the stock-taking of a live merchant. They simply mean that he has found goods on his shelves which should not be kept there any longer if energetic measures will move them. Sometimes, of course, there is a return arrangement by which the manufacturer takes the goods back, especially if they failed to move because of poor quality. Again, active pushing, special advertising, may move goods

which have been somewhat neglected.

But whatever the means used, the object is to get rid of the slow-moving goods. If a cut is necessary, in the judgment of the merchant, then by all means the cut should be made. The thing to do is to get the money out of the "sticker" lines, in order that profits may be realized, and the money used in the purchase of goods which may be turned over quickly, and justify the existence of the business. In the larger cities, the same effect is obtained by many of the big department stores, whose stocks cover a multitude of lines and thousands of items, by a pre-inventory sale. Such sales are designed not only to move large quantities of goods of a sort which would not be well cleaned out by an other expedient than reduced prices, but to cut down the labor of stock-taking, which is an object to be considered where stocks are large.

It goes without saying that such equipment as delivery outfits, fixtures and the like should be carried in the annual inventory at a valuation reduced to a conservative figure by the application of a depreciative charge. A conservative merchant in a Southern city cuts 25 per cent. off these items annually, and while, of course, he will have them in good shape, in all probability, at the end of four years, they will be charged off completely, so that in case of loss or forced sale the burden does not show in that year's business.

In a word, the inventory, properly handled, gives a complete view of the business as it actually is, not as it should be under ideal conditions; and it likewise shows the merchant, for that very reason, the measure which should be taken to approach perfection in merchandising a little more closely next year, by pointing out where the knife should be applied.

These things are important; but their importance is lost on the merchant who takes perfunctory inventory and gives it no further attention than to serve as a figure for use

in estimating his profits; and, incidentally, he will find that profits so estimated will shrink most amazingly and disconcertingly under the acid test of a true valuation, which is the only test worth while. It is obviously better, therefore, to apply it when the inventory is taken.

G. D. Crain, Jr.

The Dry Goods Trade.

The consensus of opinion of early buyers in the market is that retail business throughout the country is in a satisfactory condition. Very few are overstocked except perhaps on a few items of cold weather merchandise. Stocks are generally in good condition and buyers are filling in nicely as is noted through the fact that mail orders are in excess of the same period a year ago. Collections are better than for the corresponding week a year ago. Our traveling men are going into their territories as fast as possible and it is noted that with a fewer number of men as yet on their territory the volume of business is practically the same as that of a year ago. The outlook for a heavy lace season has not been better in several years, and indications from the orders received since the first of January indicate the lace business will be unusually large. Soft, shadowy effects are in great favor for trimmings not only for collars, yokes, sleeves and the front of blouses, but for drapery effects over all kinds of satin faced and similar fabrics in skirts. The materials will be cotton, cotton and silk and all silk in white, cream, champagne, beige and black. The old fashioned Chantilly is in evidence everywhere, which has always been an indication that the lace business will be good. There is a good demand for narrow embroideries in cambric, nainsook and swiss up to twelve inches.

Marshall Field & Co.

The traveling man is selling goods but so are you. That affords you no excuse for treating him rudely. However he may treat you, treat him like a gentleman.



"SUN-BEAM" Winter Goods

Fur and Fur Lined Coats, Sheep and Blanket Lined Coats, Blankets, Robes, Gloves and Mittens.

The winter season is here. Surely you are interested in these goods, as there will be a large demand for them at this time.

The season brings with it cold and disagreeable weather, and it will be to your interest to investigate these excellent values.

CATALOGUE AND FULL PARTICULARS ON REQUEST

BROWN & SEHLER CO., Grand Rapids, Mich.

The New Stationery House

Have taken the agency for

"LANGROCK"
PENNANTS

Wait for our salesmen with the big line of New
Novelties in Pennants and Pillows

WILL P. CANAAN CO.

Grand Rapids, Mich.



Make a Study of the Great Indicators.

Written for the Tradesman.

After the train started I noticed that the passenger just in front of me opened his suit case and took out a copy of one of the leading publications for women and settled back in his seat, as if to occupy his time in its perusal during the probable two or three hours of his journey.

This selection of reading matter, unusual for one of his sex and evidently made with deliberate design, struck me with some surprise. A daily newspaper or some one of the popular illustrated weeklies or magazines is what you would expect such a man to choose for whiling away a little leisure. He was unusually bright and intelligent and had the air of a very busy person with presumably all too little time for reading. One would think he would far rather be posting up on the current news and questions of the day than giving attention to a periodical which, although excellent in itself, is not supposed to hold especial interest for the masculine half of humanity.

Soon some friend of this gentleman, seeing him in the coach, came up to greet him.

"Hello, Joe, reading your wife's paper I see. Some serial story you've got interested in? Or are you studying one of those articles on how to get up a satisfying dinner for five people with an expenditure of fifty cents?"

"Neither one of your guesses is right. I don't have time for the stories, and the cookery articles are hardly in my line. For a number of years I have made a practice of reading this periodical, to which my wife regularly subscribes, as a matter of business. Usually this one is all I can get through with in a month but whenever I can find the time to read them I buy a copy of one or two of the other leading women's journals.

"Of course I don't read all the articles, and, as I said, I skip the stories; but I find a large amount of matter in every issue treating in a clear and practical way of subjects that I need to know about.

"I take two good general trade papers which I find invaluable for keeping informed as to up-to-date business methods and general trade conditions. Then I have the ——— right along, which I believe is the best periodical published for giving the dry goods merchant the first authentic knowledge he can hope to procure of what is going to be—accurately forecasting styles and fabrics some months in advance. Then in connection with our pattern department, for our customers to refer to

as well as for our own use, we have two or three of the fashion papers. But after all these I find that for the merchant who is catering to woman-kind, the standard women's publications, those that have the greatest popularity and the widest circulation, are a fruitful source of needed information—information that no other class of periodicals can so well supply.

"These journals are reliable indicators for the dry goods merchant. If he will study the articles written for these publications with this idea in mind, he will find that a large proportion of them contain pointers which, if followed with judgment and discretion, are a great help to him in anticipating the needs of his most desirable class of customers, the home women in well-to-do circumstances.

"These journals show you accurately what is approved by these women and what they are at the time wanting and in the near future are going to want in the way of ready made apparel, piece goods, hosiery, underwear, materials for fancywork, linens, drapery goods, house furnishings, etc., etc.

"All of these periodicals have their fashion pages. Some of my customers prefer these to the exclusive fashion journals, claiming that the styles shown are more practical—not so extreme. Generally speaking I myself find them better guides as to the selection of goods, since they do not place so exaggerated an emphasis on what is novel and ultra as do some of the exclusive fashion papers.

"As I go over this periodical, I shall scan the advertisements closely. I find them just as valuable as the reading matter. Many of them are written by advertising experts, so I gain ideas for preparing my own copy.

"Moreover, one of the problems that confronts the merchant is to know what brands of advertised goods to carry. Nothing equal to these women's journals to keep one informed on this subject. Not a day passes but there are in my store from one to a dozen calls for some particular kind of hosiery, or make of dress shields, or corsets, or one of the many other items that go to make up a woman's wardrobe, that are direct results of the advertising found in these women's publications.

"Another thing that I gain from these advertising pages is this—they show me just what I'm up against. The shopping-by-mail idea is being pressed with vigor by large city stores that advertise extensively in these papers. We can be sure that every statement they make in these pages

Ha-Ka-Rac

Our salesmen are out and will call on you soon or during the season with our lines of

**Gloves, Mittens, Sweater Coats
Boys' Caps, Girls' Caps, Auto Hoods**

The Perry Glove and Mitten Co., PERRY, MICH.

HOSIERY

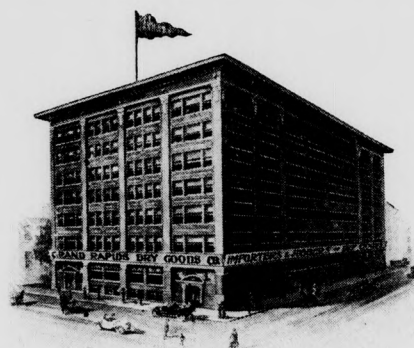
A well assorted stock of Hosiery is a mighty important factor in any store. Not alone for the immediate profit resulting from their sale, but the *merchant* who has a good assortment of Hosiery will bring customers to his store.

We have a splendid line, all the popular and well advertised brands, for some of which we have the exclusive agency in Western Michigan.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



New Washgoods

Our Washgoods Department is packed with fresh new materials for spring and summer wear. As handsome a line of goods as we ever collected, consisting of Lawns, Crepes, Ratines, Piques, Voiles, Poplins in plain shades and all white, also a strong line of printed fabrics in various weaves.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

is eagerly read by the more intelligent women in our towns. Samples are sent on receipt of a postal card request and official comparison made as to prices, quality, etc., with what we home dealers are offering.

"Our ideas of mail order competition are associated with the two or three immense Chicago concerns that put out the bulky catalogues from which a family can select about anything they need, from a rattle for the baby to an automobile or a ready-to-nail-together house. Of course these concerns do much of their business by freight shipments. But these leviathans are not all we have to contend against. A hundred specialty manufacturers and city stores are bidding by attractively featured advertising for the patronage of the very women whom we desire to hold as our customers. It always is important to know what the other fellow is offering.

"It becomes almost necessary in these days for the dry goods merchant to branch out from his regular lines and to embody in his place of business some features of the department store. Such lines as hair goods, stationery, toilet preparations, perfumes, house furnishings, silverware, etc. will sell wherever there are well-to-do women shoppers in considerable numbers. From these women's journals one can learn much as to what are the standard and desirable things in these associated lines."

Fabrix.

Some of the Fundamentals of Salesmanship.

Written for the Tradesman.

So much is written regarding salesmanship that it is a good thing to get back to the fundamentals—the great, underlying laws and processes upon which successful salesmanship is based.

Salesmanship has been defined as "the power to serve to the end of profit and satisfaction to both buyer and seller." This definition puts salesmanship upon a far higher plane than the mere transfer of goods for money value. In so far as the salesman is, consciously or unconsciously, actuated by this higher ideal of salesmanship, is he a success in his chosen field.

In the wider sense of the term, every person is a salesman. The minister who tries to persuade his hearers to exchange evil for good, or good for better; the lawyer who, for hire, tries to convince judge and jury that black is white, or barring that, is no more than a tender gray; the doctor who induces his patients to follow certain courses of medication and dieting in exchange for health—all these are, in the great essentials, salesmen. Their success is in accordance with their ability to arouse confidence and conviction and to satisfy those with whom they deal. The success of an individual in any walk in life is in proportion as, consciously or unconsciously, he understands his own capabilities and possibilities and the laws of salesmanship.

In the narrower sense, what factors enter into a sale? There are four—

the salesman, the customer, the goods and the sale. Of these, the most important in a constructive way is the salesman. Yet, without a customer or buyer, no sale could be made; and, further, there must be something to sell, be it goods or property or services. Finally, there is the completed process wrought on the customer's mind by the salesman's efforts and which we call a sale.

The first essential in selling is to grip the prospective customer's attention. This process is usually half performed when the customer enters the store. He is thinking of some article you have advertised, perhaps, or something he has seen in the window.

The second step is to hold his attention by creating interest. The suggestion that he look at this or that article, the intimation that you have something that will save him money or last him a long time or give him great satisfaction—these are steps.

The third stage of the process is the creation in the buyer's mind of a desire to possess the article—some article of the assortment—which you are offering. Here it is that judicious reference to the strong selling points of the goods—durability, stylishness, even price—is a pronounced factor.

Finally, desire, accentuated to the stage where it overcomes the obstacles in the customer's mind and leads him to the ultimate decision to buy, constitutes the fourth step in the process of selling.

With the individual process of salesmanship thus complete, there are yet two postscripts essential to make that sale—what every individual sale should be—a factor in the making of other sales and the building of permanent business. The customer must depart satisfied with the article purchased, and confident that the merchant has given him good value.

All this looks simple—even primitive in its simplicity. And therein lies its value. It is good now and then to get back to first principles; and the intelligent salesman will always learn something by pondering the outline principles of his art.

For there are little, unnoticed deficiencies in every salesman, let alone those chaps who have not quite graduated from the order-taker class. There is the man who prides himself upon his tact and his knowledge of human nature yet who does not take the trouble to study the goods; and there is the man who knows commercial pharmacy from hair brushes to senna and yet when he has to talk to a customer is awkward as an elephant at a fancy dress ball.

For such, it is well to pause now and then and analyze their business down to the four essential factors, the salesman himself, the man or woman he deals with, the proposition, and the final clinching of the deal. And when this is done it is easy for an intelligent man to pick the flaw, no matter in which of these four items it may be found.

William Edward Park.

Offering the public the best possible products should never be overlooked in seeking the best market prices.

Flashlights on Advertising Copy.

Written for the Tradesman.

Good advertisements are built out of good copy.

He was a born advertiser who called copy "the vital spark."

Attractive type face and nifty illustrations do not avail, if the copy is not right.

Time and thought spent in the production of good copy is thought and time well spent.

In order to get over with your advertising proposition, the story must carry a car of punch.

Nobody can produce good copy during dull, phlegmatic moments when he has to put spurs to his imagination.

Set about the preparation of your advertising copy when the fires of your imagination are crackling and blazing.

There are times in the experience of every merchant when his enthusiasm is at white heat: that's the time to write advertising copy.

Having written a batch of copy in a prolific hour of fervent imaginative resourcefulness, lay it aside and let it simmer.

Appraise it, revise it, and critically whip it into shape in a calm, dispassionate hour when the creative faculties have cooled down.

Good advertisements are built of good copy—yes; but there are so many kinds of good copy—individuality of the store, the kind of goods sold, and the kind of people to whom they are sold must all be considered.

But all good advertising possesses certain fundamental qualities—for example, brevity, directness and believability.

Many dealers make the mistake of attempting to say too much in a single piece of copy. A good advertising manager has this motto hung up in his office: "No Advertisement is Big Enough for More than One Idea."

If you have so much to say about your merchandise, break up the story into logical installments. Incorporate the serial idea, if you like.

But be sure you are driving towards something definite and tangible in every separate piece of copy.

Every good story has a big climax. There may be a whole series of lesser shocks; but somewhere there's a climax. There ought to be a climax in every advertisement. Frank Fenwick.

No Use.

They were out sailing when the wind died away, leaving them becalmed. The young man urged his fair companion to whistle for some wind.

"Oh, no," she said archly, "there's no telling what you will do when I get my lips all puckered up."

"I won't do anything at all," he promised.

"Well," she returned, "then I won't whistle."

If a man is seasick it's natural for him to want the earth.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

Corner Commerce Ave. and Island St.

Grand Rapids, Mich.

To the Retail Merchant

If you will sell out we will buy your stock or we will do what is better for you still, conduct an auction sale in such a manner as to bring you nearly the cost price of your stock, or we can reduce your over stocked lines and show you a profit.

E. D. COLLAR,
Mdse. Salesman,
Ionia, Mich.



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

127-139 Cherry St., Buffalo, N. Y.

JULIUS R. LIEBERMANN
Michigan Sales Agent
415 Genesee Ave. Saginaw, Mich.

Write for Catalogue

IMPERIAL BRAND

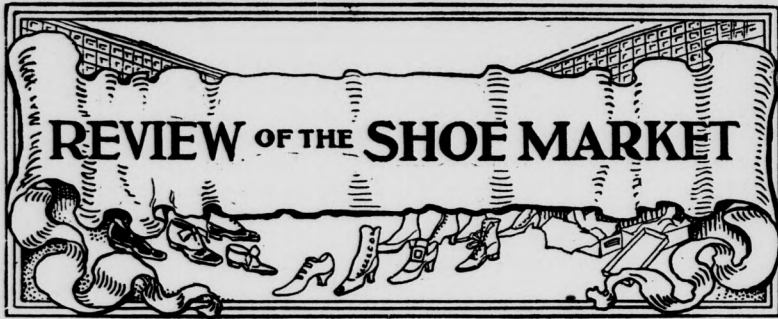
Spraying
Largest Line



Compounds
Superior Quality

Our Paris Green packed by our new American System.
Reliable dealers wanted.

Address Dept. T., CARPENTER-UDELL CHEM. CO., Grand Rapids, Mich.



Mid-Winter Shoe Sales Now in Order.

Written for the Tradesman.

Now that the Christmas specials have been cleaned up and the Yuletide decorations disposed of, the progressive shoe dealer should prepare the stage for big business in the sale of winter footwear.

In view of the extremely open weather—rather unnaturally mild weather, some shoe dealers are inclined to suspect—many people have postponed the purchase of heavy footwear. Quite an extensive area of our country has had very little winter thus far. In those localities that have been visited by chilling rains, snow storms and low temperatures, shoe dealers report business lively in proportion to the severity and duration of storm conditions.

Many people are disposed to put off the purchase of winter footwear just as long as weather conditions permit. And it is remarkable how much endurance and hardihood some of them have. And we are not to suppose that all of them are postponing the purchase of winter footwear until the shoe dealers announce their mid-winter clearance sales, although of course many do. Others—especial men who are not over-particular about dress requirements—are simply careless and indifferent; and a good many people, who shrink from breaking in new shoes, prefer to hold-on to their old ones just as long as they are tenable.

Thus, for one reason or another, shoe dealers throughout the country find themselves just now with quite a lot of winter stock that must be disposed of in the next six or eight weeks. A good many dealers have begun to announce their January or Mid-winter shoe sales, and of course some of the more forward shoe dealers plunged voraciously into clearance sale activities just as soon as the Christmas holly and hunting were removed from the windows. In towns and cities where there are active retail shoe dealers' associations, the semi-annual price-cutting carnage was staved off until January 19 or some other mutually agreeable date.

Although it was regarded as something of an achievement by local associations to get the shoe dealers lined up on a proposition to defer their mid-winter clearance sales until January 19, at best such an arrangement is really a compromise. In quite a large section of our country we do not have any real winter any more until after the holidays. Strictly speaking, January is our first winter month; and even at that, good old-fashioned winter frequently doesn't

arrive until the second or third week of January. In the meantime what are the prospective purchasers of winter shoes doing? Waiting, calmly waiting. Just as soon as the accommodating shoe dealers begin to announce the sale of winter-weight \$3.50 and \$4.00 shoes for \$2.75, Mr. Average Citizen meanders into his favorite dealer's footwear emporium and picks him out a pair of prize winners at a figure desperately near the cost-line. Who's to blame? Average Citizen, the weather man, or the retail shoe dealer. Eliminate the weather man and prorate the indictment as between Mr. Average Citizen and the shoe dealer who sold him \$4 shoes for \$2.75. Let us pronounce Mr. Average Citizen 10 per cent. guilty, and the shoe dealer 90 per cent. guilty. If the shoe dealer isn't making the profit on winter footwear the fault is largely his own. He can if he really makes up his mind to do so.

Forcing Sales.

In some ways I do not like the word "force" in this connection; and yet upon reflection I seem unable to find any term that seems to fit the idea I have in mind. Looking at expression "force," as applied to a process, such as selling a particular kind or class of merchandise, it seems at first as if the phrase were inept. A forced process of any sort, like a forced growth, strikes us as being unnatural if not actually lacking in some important respects.

But the "forcing" I have in mind, as applied to the distribution of winter footwear at regular prices rather than the substantially reduced prices on January clearance sales, is entirely wholesome. Also it justifies itself on practical grounds. The natural and logical time for consumers to buy seasonable wearing apparel is at the beginning, or near the beginning, of the season; and in order that merchants may benefit by the live-and-let-live principle, it is reasonable that they pay a legitimate price for such wares. In pretty nearly all other lines of wear commodities this is a rather general custom. Why should people make an exception, as many unquestionably do, of shoes? Is it fair to the shoe dealer, who is faithfully endeavoring to serve his clientele, to take advantage of his helplessness in the matter, and by delaying the purchase of seasonable footwear until such time as the price is substantially reduced, and then rush in on him and buy the goods? From the customers' point of view it doubtless looks fair enough, but it really isn't.

The truth is this waiting game that a good many store patrons play all



Quality and Prices Are Buying Reasons

A shoe to suit you and your trade must measure up in Quality—which means wear, fit and style—and must be sold to your customer for a sum of money that assures him of good value, and at the same time nets you a liberal profit—that's Price.

The two together spell shoe satisfaction.

We are manufacturers of shoes and sellers of shoe satisfaction.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Our New Catalogue of Hood Rubbers

Showing the new reduced prices
for 1914 is about ready.

Shall we send you a copy?

Royal Oak Boots that were \$3.33
are now \$2.94

Less that **5%** Discount

Write us and one of our salesmen will show
you a full line of samples.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

too skilfully, is what one may call a delayed process. And it seems to me something ought to be done by retail shoe dealers to force the process to normal conditions. And the way to do it is through intensive publicity. All kinds of fruits, vegetables and cereals can be forced to mature far earlier by well known stimulative applications. And advertising is capable of turning the trick when it comes to selling seasonable footwear, in season, and at a reasonable asking price. In the first place the preliminary advertising should carry a lot of punch and pep. Play up the forthcoming event for all it will stand. Make 'em simply wild to see your seasonable footwear acquisitions. Then give them an occasion—in other words have a big season's opening—music, window and interior trim cut flowers, and souvenirs; work it out to the last detail, plan it on a big scale, and carry it through in faith believing. Get the other shoe dealers, or general storekeepers carrying shoes, to put off the day of cut prices on footwear just as long as they will agree to; then in your continuous, through-the-season advertising of seasonable shoes, don't talk low prices, but quality, fit, comfort, style, common sense footwear, ad extendum. The dollar-saving impulse isn't the only note on the keyboard. By starting in time, working together, and working hard, the process can be forced; and you know very well it can stand considerable whooping up without any material harm to anybody. When people get educated up to buying their winter footwear at the proper time, your business won't be so bunched and you won't have anything like as much left-over stock on hand that has to be cleaned up at starvation prices. Cid McKay.

Murmurings From the Busy City of Menominee.

Menominee, Jan. 12—It has been my pleasure for the past few weeks to cover a goodly portion of the Upper Peninsula in the interests of the circulation department for the Michigan Tradesman, the best and one of the oldest trade papers published in the interest of merchants. I am pleased to report that, barring a few exceptions, I have met with a very cordial reception at the hands of the business men in this part of the State and cannot speak too highly in their favor.

I am not trying to butt in on our very able correspondents and good friends—Thos. F. Follis, of Marquette, and Wm. G. Tapert of Sault Ste. Marie, who have shown me every courtesy and have done everything in their power to assist me. In the first place, I am but an amateur, as my writings by the side of theirs will readily show and beg that all criticism be withheld. In my own crude, humble way, if Mr. Stowe is willing to stand for it and will give me the space, I shall endeavor to mention my observations in the different cities and towns that I have covered thus far in the Upper Peninsula, starting at Menominee and other places in rotation.

The Lower Peninsula residents who have never had the opportunity of investigating the resources and advantages of this part of the best State in the Union, have no conception of what it is like. Certain portions of the Upper Peninsula are exclusively iron ore and copper mining, while other parts are rightly named Clo-

erland. I have never seen better hay and it would be difficult to produce finer potatoes, cauliflower, peas, sugar beets and vegetables.

Menominee is a beautiful city of about 12,000 inhabitants, situated on the west shore of Green Bay and, since the old lumbering days, the new manufacturing institutions have had a tendency to change the business district, which is now moving nearer to Ogden avenue and on Main street.

The Lumbermen's National Bank is located at the corner of Main street and Grand avenue and is one of the most substantial banking institutions in the city. Webb Harmon, its able Cashier, is a very genial gentleman to meet.

The Menominee River Sugar Co. is a mighty big asset to the city and it is to be hoped that the tariff reduction on sugar will not prove to be detrimental to the best interests of this company, as it is the means of giving large returns to the farmers for their sugar beets. I understand that this company handled 2,700 carloads the past season. G. W. McCormick is the very efficient manager of this company.

The Michigan Refining and Preserving Co. is another big asset to the city and its capable manager, W. S. Fellows, is on the job industriously and continuously night and day during the operating season. He is the right man in the right place.

The Carpenter-Cook Co., wholesale grocer, has one of the largest institutions of its kind in the Upper Peninsula, with Frank St. Peter as the manager.

The Upper Michigan Development Bureau, with Col. C. W. Mott as General Manager, has large and commodious offices opposite the Menominee Hotel. This Bureau is doing wonderful work in securing farmers for the development of the land throughout the Upper Peninsula.

T. C. Christensen, the enterprising grocer on Broadway, has a very neat and attractive store and is fully abreast of the times. During the past year he has organized the Christensen Manufacturing Co. and is placing on the market the Christy account register, his own invention, which is meeting with a very ready sale.

Jas F. Pelnar, the Michigan avenue grocer, is one of the oldest grocers in the city and a live wire. He is on the job every minute. He is in the manufacturing business to quite an extent and his products are meeting with a ready sale.

Tufts & Morreau, of the Temple Shoe Store, opened up for business in the New Masonic Temple block about July 1, with a complete stock of footwear for everybody. They have an excellent location, an up-to-date store and have done a very satisfactory business from the start.

Sporrer Bros., grocers and meat dealers on Stephenson avenue, carry large stocks and do an excellent business.

Peter Wheaton, the big jolly meat dealer on Broadway, is a booster and conducts one of the most up-to-date markets in the city.

A. H. Jurgens is one of the old reliable grocers on Broadway a conservative and discreet business man and does a very satisfactory business.

Mrs. A. J. McDonald conducts a grocery store on Grand avenue. She carries a clean stock of goods, is constantly on the job and enjoys a nice business.

The Square Peoples House Furnishings Co. is one of the most substantial and reliable institutions in the

city. It is located at the corner of Main street and Ogden avenue and in time it would not surprise me if it became a second Marshall Field.

There are scores of large manufacturing and retail establishments in the city, but I have neither time nor space to give further mention at present. Hope to be able to give the readers of the Tradesman further light on the subject later.

W. R. Wagers.

No Wonder.

She was a very stout, jolly looking woman, and she was standing at the corset counter, holding in her hand an article she was returning. Evidently her attention had been suddenly drawn to the legend printed on the label, for she was overheard to murmur, "Made expressly for John Wanamaker." Well, there! No wonder they didn't fit me!"

The "Bertsch" Shoes Are the Rightly Made Medium Priced Shoes for Men

The BERTSCH shoe is so honestly made and so sensible and practical in design and character, that it insures the dealer against loss. IT IS A SELLER, and when sold its qualities so impress the wearer that he will want no other.

Have you seen the line lately? If not, send card for salesman and samples. BECOME A BERTSCH DEALER THIS YEAR.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.

You Can't Coax Away

the business of the dealer
who stocks

Glove Brand Rubbers

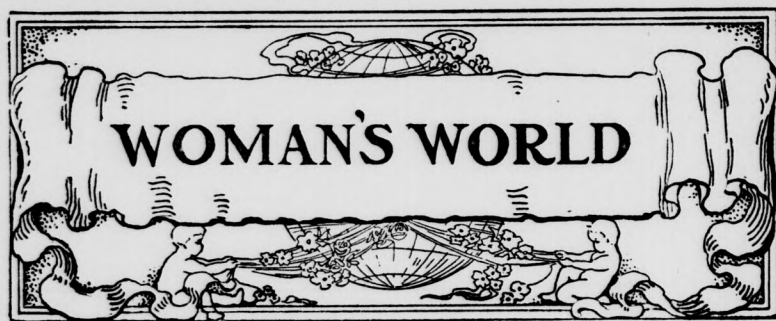
The fitting quality pleases and the wearing quality satisfies the consumer.

Build your business on a solid and sure foundation. The buying public remember quality and return to the place where it is to be obtained.

Hirth-Krause Company
Grand Rapids, Mich.

Mayer
**HONORBILT
SHOES**

Well known
among consumers. The
line that's easy
to sell.



Pros and Cons of the Salary Question.

Written for the Tradesman.

"I wish my husband would go into business for himself," sighed Mrs. Clarkson in my hearing recently. "One never can get ahead working for somebody else on a salary. Alfred dutifully brings home his pay envelope every Saturday night, but by the time our bills are settled it's all gone. If we leave ourselves a little pocket money for the week, there's nothing over to put in the bank. Naturally his employers want to make all they can off from his work, so they pay him only just enough for us to live on. They get all the profits.

"I contend that if he had some business of his own he would be worth just as much to himself as he now is to Atkins & Weymuth, and so would actually receive for his efforts all that they now pay him and what they make off him besides.

"Then a man who has a business of his own," she continued, "is sure of a steady job. Now my husband, while a most excellent office man and capable and trustworthy in every respect, is in continual apprehension during times of depression lest he be laid off. I only wish he could see the matter as I do and would start into something on his own hook. He could begin in a small way and enlarge gradually.

"But Alfred is afraid to run any risks. I believe he lacks a little in initiative. He had a small legacy left him not long ago. The money is now lying in the bank, drawing only 3½ per cent interest. Alfred talks of loaning it on a real estate mortgage. I should far rather he would set up in business, and if he needed more capital, we could borrow a thousand or fifteen hundred on this home. I should prefer not to go in debt of course, but I should so much like to see Alfred forge ahead a little."

It happened that the very next day after hearing this frank expression of opinion on the part of Mrs. Clarkson, I took tea with my good friend and neighbor, Mrs. Purcell. Mr. Purcell was away and only her sister-in-law, Mrs. John Massilon and myself were present besides the children. The conversation quite naturally turned to the high cost of living and kindred topics. Mrs. Purcell in a burst of outspokenness quite unusual with her, declared: "I think the wife of a man who is earning a good salary is to be envied! Even if the weekly or monthly stipend is not so very large, you know what you can depend on and can calculate accordingly." (I should have explained to the reader that

Mr. Purcell conducts a small grocery and meat market.)

"I am sure," she went on to say, "that my husband works harder and more hours than he would be expected to if he were in the employ of some one else. And with rent and hired help to pay and all the other necessary running expenses, it sometimes seems as if there isn't much left as a return for his own time and investment.

"For the first five years after we were married Mr. Purcell worked for a large wholesale house, at a salary that certainly was none too large considering the value of his services to the firm. By being very careful and economical we managed to save something right along, and we lived very comfortably. And there was this about it, after we put by so much in the bank each month, we felt we could use the rest, to as good advantage as possible of course, but without compunction of conscience or a feeling that maybe we are going broke.

"As we are situated now," Mrs. Purcell continued, "when business is dull I feel that I can't use any more money than is absolutely required for our plainest needs, because very likely we are not making expenses and are really living up our capital. When the business is active and flourishing, I know that Charles needs all his ready means for enlarging his stock, putting in new furniture and fixtures, and making improvement. If business is poor, I am painfully scrimped. When it is good I feel that my husband really ought to keep all the money tied up. So there you have it. It is far easier and simpler to manage on a salary."

Then Mrs. John Massilon spoke up: "Ethel, why don't you have Charles just put you on an allowance? That's the way John always has done with me—he hands me a check for just so much every Saturday night. The system works out beautifully. I settle all my bills and John never bothers a minute over the household accounts. It's far pleasanter for me than to be asking for a dollar for this and five dollars for that and a ten for the other thing. Sometimes if I'm not so careful as I should be I have to have a little more, but as a usual thing—"

Just then the telephone bell rang. The sudden illness of her mother made it necessary for Mrs. John to hasten home at once. After she had gone Mrs. Purcell resumed the conversation.

"Luella means all right, but she doesn't understand. I really shouldn't have brought up this subject in her presence, but 'out of the abundance

of the heart the mouth speaketh.' Brother John has a very ample income and Luella doesn't know what it is to lack for anything. She thinks she does wonderfully well to manage on an allowance that is fully twice all that I use for out entire living expenses, when there are five in our family and only three in theirs. She doesn't realize that when there is little or no income the allowance must be decreased accordingly, else there will soon be a distressing shortage. My trouble is not in getting money out of my husband—when he has it to spare. Charles is only too liberal. But an allowance doesn't make money where there isn't any."

Mrs. Purcell is right on this point. The allowance system, excellent as it is in many respects and calculated to ease up on domestic friction in financial matters, is a method of distribution and expenditure, not a means of production. It saves a wife the humiliation of asking for money or the degradation of sneaking it out of her husband's pocket. It enables her to plan her expenditures a little according to her own preferences, economizing closely in some respects and indulging a trifle in others. She is not obliged to lay bare to her husband's possibly unsympathetic and critical eyes just how she spends every

cent that passes through her fingers. It may be conducive to his happiness and peace of mind not to know all the details of the family expense account.

This is about all that can be said for the allowance system. At most and at best it does not strike at the root of the great mass of matrimonial money troubles, which taken by and large may be summed up in these few words: the average husband and father is utterly incapable of making as much money as the average family wants and feels it deserves and ought to have. The spending capability is prone to mount up much faster than the income-producing capability. The wants increase far faster than the means to satisfy them.

A few men have the Midas touch. They are born money-makers. Their affairs prosper, their ventures turn out successfully. Often they rise to positions commanding princely salaries. As I before have remarked in these columns, it is nothing especially to a man's credit to have this endowment—it is not something for which he deserves praise or honor; but it is mighty convenient to his women folks.

Now as to such cases as the Clarksons and the Purcells. Would their condition be improved if Mr. Clark-

Keep Pace with the Advertising of the Goods You Sell

MERCHANDISING success, in any line, depends upon right goods and a thorough selling knowledge of those goods.

The first essential, right goods, is easy enough to establish in your store; every branch of manufacture is represented by one or more trade marked, advertised products of Class A quality, and the manufacturers will meet you more than half way.

The second essential, selling knowledge of the goods, is as easily attained—simply *read up, study, keep pace* with all advertising of products sold in your store.

National Biscuit Company products are right. N. B. C. advertising is world-famous. The In-er-seal Trade Mark packages and the glass front cans are familiar everywhere.

N. B. C. products will keep you facing successward—N. B. C. advertising will sell goods for you if you will give it a chance.

NATIONAL BISCUIT COMPANY

son were to heed his wife's entreaties and go into business for himself, and Mr. Purcell were to accede to the wishes of his life companion, close out his own little business and secure some salaried position?

I doubt very much whether either household would be in the least benefited by the changes suggested, and it is entirely possible that both might lose disastrously.

Some men seem born to work under a boss. They can accomplish more and are far happier and more contented when employed by some other man than when trying to work for themselves. Such have an instinctive aversion to taking risks and assuming responsibilities. I am inclined to think that Mr. Clarkson, although a very exemplary man in every way, is of this kind.

Other men have a natural desire to be at the head of something, even if that something is a very unpretentious little enterprise yielding no great profit. They like to "run their own wagon." Men of this latter type have considerable initiative and lack the adaptability to fit themselves into a system of someone else's devising.

No wife can expect to make her husband over from one of these types into the other. Mrs. Clarkson very naturally imagines that if her husband would go into business for himself he soon would be making at least three or four thousand a year instead of ninety or one hundred dollars per month he now is drawing. The chances are that he would do nothing of the kind. He would give up his present position where his abilities, such as they are, are recognized and appreciated, and launch his small bark upon untried and dangerous seas, perhaps to lose his little all in the venture.

Mrs. Purcell pictures to herself that if her husband only were working on a salary, their anxieties would be ended. But they wouldn't be. Mr. Purcell's independent spirit would not readily submit to the dictation of another man. There would be a clashing of wills and ere long dismissal.

The real difficulty in both these cases is that frankly speaking, neither Mr. Clarkson nor Mr. Purcell is a money-maker. Nature has placed her limitations upon both, and a small income is all that either can achieve. As has just been shown, that income in either instance would very likely be diminished rather than augmented by the changes these bright and well-meaning women propose.

With these two families—with all such families—there is bound to be a great discrepancy between what they want and what they can have. I am sorry, but I can suggest no adequate remedy. As to which is preferable, a small salary or a business of one's own, it reminds one of that old story of the young man who was unable to decide which of two girls of his acquaintance he would like better to marry. He asked the advice of a friend, who, while warily refraining from saying aught against either charmer, made this sage prediction: "Whichever one of those girls you choose, you'll wish you'd married the other." Quillo.

Plenty of Opportunities Right at Home.

Written for the Tradesman.

Distant pastures look inviting.

The knobs and the bare spots, the briars and stones and gnarled roots of pestiferous stumps are scarcely visible from the remote vantage-point. It is only when you walk over the pasture whose tempting greenery allured you that its defects become known. When you see of what sort the land is, it frequently happens you do not care for it at all.

Did you ever have any experience picking blackberries? If so, you perhaps recall how much larger and finer the berries used to look just ahead of you, or off to the right or the left. As you picked the ripe, luscious fruit directly in front of you, you were obsessed with the idea that you were not getting the choicest berries, and there was ever the inclination to move on and try it somewhere else.

These well-known experiences, which might be multiplied ad libitum, illustrate a very ancient trick of the mind—the trick of gilding or glossing that which lies further away, and investing it with a seeming charm not possessed at all by objects round about us. When we venture a nearer approach we find that material objects, though alluring when viewed from afar, are quite devoid of any unusual qualities. Like the insubstantial tints of the rainbow, the sheen has moved on ahead.

Truly, distance doth lend her enchantment; and it takes a strong, purposeful will to be content with one's environment, and stay in one place and make an enduring success out of such materials as we have at hand. So many people are moving, shifting, trying this, that, or the other thing. So many follow the ignis fatuus that oft bewitches, but seldom enriches. And so many even of those who do not change vocations or seek new environments are disposed to chafe and whine and wish for something different. Folks are grumbling because they think they haven't got a decent chance. If things were different; if this and if that and if it were not for something else. Thus are our ears forever assailed by the wailing of the discontented.

The truth is there are opportunities everywhere; and along with the opportunities, disadvantages, drawbacks,

and things that impede and pester and get on folks' nerves. You can't find any localities where they've screened out untoward things as you do flies and mosquitos in summertime. Every town and city throughout the land and every section of this wonderful America of ours is fairly teeming with big, fat possibilities. Undiscovered, unclaimed, long-neglected means and ways and sources of success, gain and prosperity lie thick as autumn leaves. You don't have to hot-foot it from hither to yon to find the elements of success. No particular city or section has a monopoly on the long odds. You can find the raw materials of prosperity right there in your own town—if you've got a nose for such things; if you haven't, journeyings far and journeyings oft will help very little, if any.

Some have staid on the farm and failed; others have staid on the farm and gained a splendid competency. Some have gone to the city and made good; but others have gone to the city and helped to swell the bread and hot soup line. Both village and big city storekeepers fail; and both big city and village storekeepers prosper. Salespeople both in the large cities and in the small towns can, and do, get into ruts, become slovenly in physical appearance and mental habits, and ultimately fizzle out. On the other hand, salespeople who have it in them to grow into real business-getters and make themselves of more value to their employers, can grow in one place about as well as in another.

Frank Fenwick.

Never Quit.

"In the old days doctors used to bleed patients for most of the diseases."

"They still do, my boy; they still do."

Consider Carefully All Complaints.

Written for the Tradesman.

Where one customer complains about goods a dozen may be dissatisfied. The one who speaks may be the friend of the merchant who does so for the latter's good and not because of his own trifling loss or annoyance. So, be wise, and give heed to every complaint, even although it come from a chronic fault-finder. Others may refrain from making complaint lest the pleasant relations between dealer and customer be marred. They are kind to themselves, but not to the dealer. They fear he will not take it in the spirit intended and are not brave enough to risk his displeasure, or they fear to be regarded as close, exacting, over-particular.

E. E. Whitney.

IMPORTANT

Retail Grocers



who wish to please their customers should be sure to supply them with the genuine

**Baker's
Cocoa and
Chocolate**

with the trade-mark on the packages.

They are staple goods, the standards of the world for purity and excellence.

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DORCHESTER, MASS.
Established 1780

Every Transaction in STOCKS AND BONDS

Turned Over to Us Receives the Maximum of Attention

The Business of our Brokerage Department is
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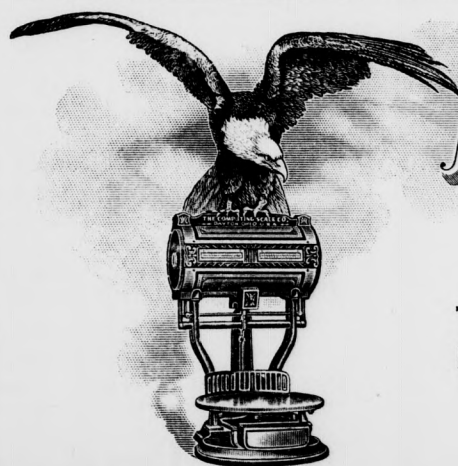
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**THE FIRST AND FOREMOST
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GENERAL SALES OFFICE

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ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



Michigan Retail Hardware Association.
 President—F. A. Rechlin, Bay City.
 Vice-President—C. E. Dickinson, St. Joseph.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Found the Job That Exactly Fitted Him.

It was a large establishment; so there were various places into which a new and harmless youth could be thrust without clogging the machinery. The store manager, J. L. Kleptor, lived such a long distance away from the machinery that it took a pretty big clog to reach his attention; and the entire force was in cahoots to avoid arousing him from his happy dreams.

But Charles Lovering, Esq., as he inscribed himself on his visiting cards—oh, he had them, in a genuine German silver cardcase—tried their esprit de corps, which is French for cahoots, from the minute he went in to bat.

Charles' first innings were as a learner in miscellaneous, which is guaranteed to take the pink gloss off the best manicured fingernails that ever handled hardware. The gloss began to go off Charles' as per schedule; but, about the same time, the polish went off the manners of Fred Backus, who was his immediate superior. Backus, ordinarily the kindest of souls, furnished an excellent imitation of the stage villain, when he hissed, in a desperate aside to young Lovering:

"If you don't get yourself changed to another counter, I'll just naturally kill you. You're not worth storeroom unless you're waiting on a woman."

On this hint, which he secretly acknowledged to be as well founded as it was emphatic, young Lovering made haste to apply for a transfer to the house furnishings. But Bill MacDonald, who was decidedly a male of the species, looked him over scornfully and remarked:

"Back to the junk for yours, Charles; the women like a man."

That being the second mortal affront he had suffered in one day, Charles offered to lick Mr. MacDonald for the cigars.

"If you'd said cigarettes," retorted MacDonald, "I might have imagined you had the ante. But you shouldn't bluff too much. Toddle along now, and stop bothering me."

Charles, therefore, toddled along, choking down his wrath, until he reached the cutlery, where Mart Trueman was saddled with a roughneck on whom he had been sore for six months. The lovely contrast Charles offered to the roughneck fascinated Trueman.

"All right," he answered, "I'll take

you on here, if you can fix it for my assistant, Scotty. I think he'd like another line of work, anyway."

So Charles tackled the cutlery, which affords more frequent opportunities of meeting the ladies, and calls for graceful demonstrations and courteous phrases when you do meet them. But it demands, also, a certain amount of virile vigor and backbone to handle rushes of business in a big store, with an accompanying readiness to acquire grimy hands in the rearrangement of displays. Of course, you can wash off the grime; and of course Charles did wash it off—so frequently and so scrupulously that, what with his exclusive devotion to the stray women customers, he made Trueman as tired as he had made Backus.

"See here, Lovering," he said to his assistant, "you aren't a bad chump as chumps go here, but you jump for a woman like a trout for a fly; and you don't let go of her any quicker. Suppose you ask MacDonald, in the house furnishings, to take you on."

What d'd Charles do but go straight to MacDonald.

"Tell you what I'll do with you," he offered. "I'll fight you for a job in your department. I've wanted it myself, and everyone I work under tells me I ought to have it. If you think a fellow has to be a white hope to sell clothes wringers, why you can take it from me, any time or place you please, that I'm supplied with all the hope needful in your line of the business."

"If my name was Herod and my trade was baby-killing," MacDonald responded, "it'd be a real pleasure to take you up. But you don't look right to convince a woman that our clothes wringers will digest Wilton rugs when run by the smallest child."

"What do you want me to do, anyway," asked Lovering, "wear a blue shirt and chew tobacco?"

"It wouldn't do you a bit of harm," MacDonald rejoined. "You're too darned dainty for this business, as I see you. Maybe you can get fixed in the sporting goods."

He landed that. But it was merely a store joke. They put Charles to work oiling guns and caring for the thousand odd and often heavy jobs that are incidental to a complete sporting line; and the full blooded patrons whom he happened to wait on treated him with disdain.

Have you ever noticed that a hardware store may go the even tenor of its way for months and years, and then all of a sudden break loose with trouble?

Forth, from his lair in the private office the manager, Mr. Kleptor, be-

Michigan Hardware Company

Exclusively Wholesale



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Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware

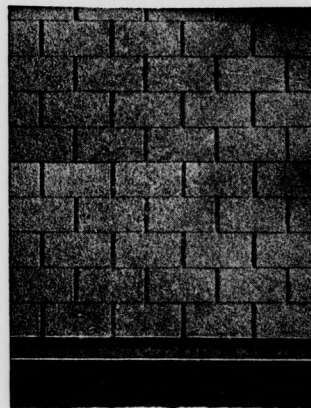


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HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



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Beware of Imitations. Ask for Sample and Booklet.
Write us for Agency Proposition. Distributing Agents at

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And NEW YORK CITY

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

HARNESS OUR OWN MAKE HAND OR MACHINE MADE

Out of Number 1 Oak Leather, and stitched with the best linen thread.
We guarantee them absolutely satisfactory.
If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD

Ionia Ave. and Louis St.

Grand Rapids, Mich.

Use Tradesman Coupons

gan to rage, averring that nobody in the place cared a hoot in Hades what became of the business so long as they all drew their salaries.

Then heads began to fall—little, important heads, of precisely the unnoticed variety that made Charles shiver for his own. Almost before he knew it he was in trouble himself. For the first time in weeks, a bevy of girls intruded into the sporting department, seeking hockey sticks. Like a bee to flowers, all else forgotten, Charles winged his eager way to those pretty girls; and he sold them hockey sticks to a fare-you-well. He escorted them joyfully to the door; urged them to call again, soon, and was blessed with a private tip from the tall blonde that she would bring her dear Papa in for a complete golf equipment. In the highest heaven of joy, Charles returned to his department, to find his chief overwhelmed with a rush of amateur Gridleys to the guns and only waiting for them to depart to say to him: "Lovering, the Big Noise has been blatting all around the shop about the rotten business this store has done for the past four years. And now you fly the coop the minute you spot a split skirt. I'm not going to loose my job for any petticoat chaser around here. You quit."

Charles Lovering, Esq., suffered the pangs of despair and humiliation until 5:30 p. m., when all, except Mr. Kleptor, were accustomed to go home. Of late, the manager had taken to burning the evening gas, lonely in his private office.

There, with the calmness of one who has nothing to lose and all to gain, he announced:

"I have just been discharged for selling seven hockey sticks to seven girls who came into buy two. I've been here a year, and I've been dumped in every department because I can sell to women and I don't care so much to sell to men. I've tried every trip to get into the house furnishings and Mr. MacDonald hasn't any use for me. Now, it appears to me to be fool business to let out the only man here who knows how to sell to women."

"What do you know about house furnishings?" asked Mr. Kleptor, with a glance like a gimlet.

"Just as much as I knew about miscellaneous hardware, cutlery and sporting goods when I was transferred to every one of them. And I never lost a sale when it was a woman who came to my counter. You can ask Backus, Trueman and Holt who has just fired me."

On Thursday, Charles received notice of his transfer to MacDonald's department. There was a sales slip system in operation throughout the store and by the time a year had gone by, while changes went on in a way that was re-organizing the whole force, Charles Lovering, Esq., still held on. What was more, he was summoned to talk with Mr. Kleptor, who said to him:

"I expect to release Mr. MacDonald this week, and I want you to take charge of the house furnishings. My advice to you is to play your depart-

ment for all there is in it. There may be more in it for you than you can perceive just at present."

Charles, in his element, took that sound and sensible advice.

"The analysis of the business," said the store manager a year later, "shows that the only department which has made a conspicuous advance is yours; and that advance is considered remarkable. I think, after all the changes I have made, that this store requires closer attention to the buying than I have been able to give it; yet I can't afford to devote myself wholly to that end of the work. I propose to make you store manager, acting for a time strictly under my direction. I hope to find you broadening with your new responsibilities."

Which was something Charles Lovering, Esq., who had recently found one woman to concentrate on, speedily and effectively did.—C. Phillips in Philadelphia-Made Hardware.

Popularity and the Credit System.

Written for the Tradesman.

The popular merchant is the one who grants credit to all applicants; who does not annoy debtors with statements, reminders or requests to pay; who carefully conceals any anxiety he may feel about deferred payment of account; who appears just as glad to meet delinquent debtors as he is the cash customers; who is as ready to part with goods for promises as for money.

The popular merchant is the one who goes without recreation, comforts and luxuries which his debtors indulge in; whose profits are mostly tied up in book accounts; whose money which should be on hand to meet current bills is in reality loaned but without interest, without security and without definite date of payment.

The popular merchant is the one who has his nose on the grindstone all the time; who works on his accounts while the debtors which such accounts represent are engaged in social festivities, being entertained, lounging, resting, reading, pleasure-seeking, care free; who carries the burdens of many others with but few thanks; who must meet his own obligations on time whether others do the same with him or not; who keeps his stock replenished so as not to disappoint those who many times disappoint him; who in fact lives to please, to accommodate and to supply all the needs of his customers without regard to the privations, the hardships, the extra labor or the injustice to himself.

Let such a one ask for money due him; let him insist on settlement of accounts; let him demand fulfillment of promises; let him treat coolly those who have proven unreliable; let him refuse any credit or additional credit, and he soon becomes the unpopular merchant. He is insulted to his face; he is upbraided like a culprit; he is slandered; attempts are made to divert the trade of good customers; debtors at once go elsewhere to trade and pay cash. All this and more in return for his kindness, his helpfulness, his accommodation, his favors.

If you do not wish to become em-

bittered; if you do not wish to lose faith in your fellows; if you do not wish to become hard-hearted, austere, unfriendly; if you do not wish to lose health and happiness, fail in business or live as if you were poverty-stricken or enslaved; if you do not wish to become an unpopular merchant, then beware of credit business.

E. E. Whitney.

Flashlights on Advertising Matters.

Written for the Tradesman.

Every once in a while I hear of somebody who doesn't believe in advertising.

In the Southland there are pulpit pounding provincials, of African lineage, who believe the sun moves around the earth once in twenty-four hours.

It's queer what strange ideas find lodgement in the human mind!

Of course the man who says he doesn't believe in advertising belongs to a disappearing brotherhood.

Merchandising can't get on without advertising any more than plants can live without sunlight or moisture.

In the last analysis there never was a merchant who didn't act upon the assumption (consciously or unconsciously) that it pays to advertise.

Of course there are some forms of modern publicity so-called that you and I don't believe in; but that isn't equivalent to saying that we don't believe in advertising.

Slipshod and inept advertising doesn't pay, of course; and never did. But more and more merchants are getting away from that sort of advertising.

This is an age of high grade, scientific, credible publicity.

Business men are getting down to fundamentals in telling the public about their facilities for supplying merchandise.

Old-fashioned buncombe and merely picturesque talk is fast disappearing from the advertising columns of our papers.

The sort of advertisement that carries conviction and produces results in paying quantities is built out of selling talk.

Instead of getting off smart things—clever, pretty, catchy words and phrases—the advertising-man gets down to elementals.

He introduces a special—gives illustration, price, and tells why it's a bona fide bargain at the price.

As you read the announcement you are not impressed that the advertising-man is doing something spectacular.

He talks in his advertisement much as a good salesman speaks in the store; he doesn't shout at you in enormous black-face type.

And he doesn't act as if he thought you were from Kankamosa, Arkansas, and don't know.

Believability is the big thing in present-day advertising.

Frank Fenwick.

Your employees are not human steam engines. Don't expect them to do the impossible, but encourage them to do the utmost of which they are capable.

In Your Quest of the Best
Buy
Williams
Beans
They are Best
Just That!

The Williams Bros. Co.
ALL SIZES of Detroit ALL GROCERS



Grand Council of Michigan U. C. T.
 Grand Counselor—E. A. Welch, Kalamazoo.
 Past Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—M. S. Brown, Saginaw.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—J. C. Witliff, Port Huron.
 Grand Conductor—W. S. Lawton, Grand Rapids.
 Grand Page—F. J. Moutier, Detroit.
 Grand Sentinel—John A. Hach, Jr., Coldwater.
 Grand Chaplain—T. J. Hanlon, Jackson.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.
 Next Grand Council Meeting—Saginaw, June 12 and 13.

Michigan Division T. P. A.

President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 12—Last Saturday was the twentieth anniversary of the marriage of Mr. and Mrs. F. Eugene Scott and, for a long time they had been planning on inviting a few of their friends, betaking themselves to a suitable spot and there fittingly celebrate the occasion, but after Gene became physically disabled in the auto wreck, they thought it best to forego this pleasure. But some of their friends, not to be nonplussed by so trivial a thing as the smashing of a few ribs and other minor injuries, entered into a conspiracy to carry out the plans or die in the attempt. They accordingly hid themselves to the home of Mr. and Mrs. R. A. Waite, 104 Quigley avenue, at whose domiciliary retreat the bride and groom of twenty years had been previously invited to spend a quiet evening. When Gene and his bride stepped into the house they were completely surprised to find a dozen or more of their U. C. T. brothers, their wives and other friends assembled to greet them. For once Gene was speechless and even Mrs. Scott found speech difficult. After congratulations had been passed out, the company engaged themselves in a game of progressive five hundred, at which the following prizes were won: Ladies—first, Miss Virginia Thompson; second, Mrs. A. F. Rockwell; consolation, Mrs. J. I. Wernette. Men's—first, Pete Anderson; second Bill Sawyer; consolation, Walter S. Lawton. All partook of some dainty and palatable refreshments, after which, just to show that their respective auricular organs had not been jostled out of position, the villains began to shower china upon the bride and groom, in the form of such useful articles as a set of Haviland china, hand decorated china, salt and pepper shakers and other things too numerous to mention. After this was over and Mrs. Scott had thanked the friends for this unexpected kindness (Gene was speechless), the company was favored with two pretty piano duets rendered by Miss Gatha Scott and Mrs. R. A. Waite. The entire company then united in singing popular songs and broke away just in time to catch that

street car that is named after a wise old bird that sits in the oaks and sees things at night.

We wish to urge our new members to send or phone us items about themselves. Some of our older members are getting tired of being in the limelight so much, but we must have something to fill up space with. Then, too, if we keep the same names in print all the time, folks will begin to think we are a clique or close corporation which, in fact, is the farthest from our thought. Now, in order to make this your page and everybody's page—which it is in fact—it is necessary for some of you members to send us in a few items. Also some of the old ones who never make themselves known. As we have told you before, all source of information is kept in the strictest confidence and you needn't be bashful about telling us about yourselves. Let us hear from you and give these old "grads" a rest. It is your fault if this page is not cosmopolitan.

The dance committee met last Saturday afternoon and transacted much important business. Final arrangements were made for the special dance to be given in St. Cecilia hall Jan. 31. Now it is up to you who have been calling for a little extra fine party to come across with your dollar and buy a ticket. The committee has been to extra expense for the hall, music, refreshments, programmes, etc., and need your support. The dance is going to be both formal and informal and a good time is assured. The committee will call on you to buy a ticket during the coming week and it is up to you to do your part toward making it a financial as well as a social success.

N. H. Hazeltine (Hirth, Krause & Co.) has returned from a two week's trip through the East. On his trip he visited his parents in Arlington, Mass., where he ate turkey and celebrated the holiday festivities. Then he visited the shoe factories at Lynn and Boston and New York. He reports prospects for business in the East good and returns fully rested up and ready for his year's work.

Any person or persons desiring valuable lessons in high finance would do well to consult Wallie Wendell. That he can qualify as an efficient instructor is evidenced by the fact that on a recent trip to Detroit he took from his grip a leg of turkey and a bottle of beer and appeased his appetite, thereby saving his house considerable money by not patronizing the high priced dining car. Also we are told he won \$1.60 in a game of "rhome" (rum.)

Miss Gatha Scott, daughter of Mr. and Mrs. F. Eugene Scott, has the distinction of being the only lady engineering student in the graduating class of the Grand Rapids high school. Her popularity in a class of over 200 students is shown by her recent election as Secretary of her class. Congratulations, Miss Gatha.

We would suggest to our good friend, Herman Anderson, that the next time he desires to shoot a cat and then try to palm it off for a rabbit that he cut off its tail. This will make the similarity a little more complete and the farmer might not so easily recognize the cat. We understand, however, that Herman has decided to give up hunting rabbits and hereafter

will find his diversion at fishing near Pentwater.

D. B. Kelly, President of the Cadillac Chair Co., is in the city attending the furniture show. Mr. Kelly is a jolly good fellow and enjoys a good cigar and a good joke as well as the next one.

Say, brother, did you receive one of those return postal cards that says on it "Assessment No 120 (first assessment for 1914)?" Well, if you didn't get one, you can do so by applying to the Secretary. But in any case, that two dollars must be paid by Feb. 5. Due warning.

While in Kalamazoo last week, some of our theater loving U. C. T. boys attended a play entitled "Never again." True to their names, they disbanded the following day for want of sufficient funds, went into a state of innocuous desuetude (whatever that is) and Howard Rutka, Harry McIntyre, W. S. Lawton and D. L. Robbins had the heart breaking experience of witnessing the heroes and heroines of the previous night weeping and sobbing and imploring aid with which to get out of town.

John D. Martin (Cadillac Chair Co.) is putting in his time attending the furniture show. His display is on the second floor of the Keeler building. He says the number of arrival to date is about normal and prospects for business good.

The Jolly Twelve Five Hundred Club met with Mrs. R. J. Ellwanger, 602 Franklin street, last Thursday afternoon. Refreshments were served and prizes awarded as follows: First prize, Mrs. Pete Anderson, second, Mrs. C. W. Hall; consolation, Mrs. H. D. Hydorn.

J. R. Plank, President J. R. Plank Flexible Shaft Co., has just completed a fine home on Jefferson avenue, just north of Hall street.

Ora Hayden, who two years ago traveled for the Worden Grocer Co., started out the first of the year as traveling salesman for the same house in their Northern territory.

All those who have not yet done so are kindly requested to return their unsettled for dance tickets to H. W. Harwood, 1488 Lake Drive, or, better still, bring them to the next dance, Saturday night, Jan. 17, as the committee is desirous of getting in all unsettled for tickets in order to close the books.

The Cody Hotel will be headquarters for the Retail Grocers and General Merchants' convention to be held in Grand Rapids about the middle of February.

H. W. Harwood has become so enthused over the Made in Grand Rapids Exposition that he sat up one night last week in a South Bend hotel until 2:30 a. m. discussing the project with some friends.

Are you getting your mind fixed on that next regular dance to be given by U. C. T. Council, No. 131, Saturday evening, Jan. 17, at Herald hall? If not, you had better do so as we are going to have some party. Tuller's orchestra and dainty refreshments.

Tom Stapleton (Cadillac Chair Co.) whose home is in Detroit and who has been confined to the house with pneumonia, is getting better and expects to be in the Grand Rapids furniture market in a few days.

It is reported that the Pere Marquette Railroad Company contemplates putting on another afternoon train on the Pentwater division in the near future.

Mrs. Howard Damon and little daughter, Nell Jane, of Mt. Pleasant, are visiting at the home of Mr. and Mrs. W. J. Barker, 520 Cass avenue.

J. Hartger, who for some time has conducted a grocery store at 716 Wealthy street, has sold his stock to Wm. Boss.

Maurice Steenman, former city salesman for Roy Baker, of this city, will cover the Northern territory for the ensuing year for the Voigt Milling Co.

After stopping at the Riverview

Hotel, Watervliet, for several days, a close observer informs us that there is no better waitress on earth than Miss Agnes Shively. For convincing proof, ask Kelly.

The stewards for the Grand Circuit meeting were here Monday, Tuesday and Wednesday and, because of the fact that the Cody was filled with furniture buyers, Landlord Peck entertained them at his home.

W. R. Thompson, 261 Cass avenue, has charge of the Judd building during the furniture show. He reports that all the space is taken and business prospects rosy.

Bro. Monroe grew an inch last week—six and one-half inches of space now. More appreciative readers. Jaw still better.

But, we miss Guy Pfander, Frank Ganiard, Fred Richter and Ura Donald. Too much holiday possibly. Or maybe they have joined the strike breakers or gone to Mexico.

George Clark (Putnam Candy Co.) Petoskeyed Sunday. An old habit.

Important places: Herald Hall and St. Cecilia Hall.

Important dates: Jan. 17 and Jan.

31.

Grand Rapids Knows How.
 Please send us your items—thanks.
 Home address: 1422 Wealthy. Citizens Phone, 34384.

Allen F. Rockwell

Preliminary Arrangements for Grand Rapids Convention.

Port Huron, Jan. 13—The time is approaching fast for the convention of the Retail Grocers and General Merchants' Association, which will be held at Grand Rapids Feb. 24, 25 and 26, and the local committee are already busy making the necessary arrangements. The programme will be published shortly and include such speakers as H. W. Schwab, President of the National Retail Grocers' Association; John A. Green, Secretary of the National Retail Grocers' Association, and Fred Mason, of the Shredded Wheat Co.; also others of National and State reputation. The different associations are electing their delegates and merchants from un-affiliated towns will be largely represented.

The following merchants have made application for membership and will be present at the convention:

S. W. Hubert, Highland.
 B. J. Liedel, Maybee.
 Frank Rathsborg, Imlay City.
 N. B. Sayles, Frankfort.
 M. H. Frederick, Frankfort.
 V. L. Pullman, Frankfort.
 C. L. Fosdick, Fennville.
 M. P. Compton, Leslie.
 Gundry & Son, Grand Blanc.
 L. M. Kinney, Bangor.
 F. W. Titus, Grant.
 W. W. Ostrom, North Adams.
 Mark S. Johnson, Kalkaska.
 F. P. Van Buren, Williamston.
 Argus McDougall, Germfask.
 Geo. H. Nelson, Whitehall.
 M. C. Osborn, LeRoy.
 Judson & Hawkins, Clayton.
 Day & Putnam, Goodrich.
 W. R. Pursel, Frontier.
 H. W. Pegg, Morenci.
 H. D. Kelly, Lyons.
 James Reid, Emmett.
 Albert Schassberger, Maybee.
 E. W. Fenner, Martin.

Headquarters will be at the Hotel Cody and the convention will be held at the City hall in the council chambers.
 J. T. Percival, Sec'y.

Treat your wholesaler as you would have him treat you, if not because it is right, then because it will pay. Be honest with him even when he is not watching.

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.
 Best Beds That Money Can Buy

Newsy Nuggets From the Celery City.

Kalamazoo, Jan. 13—Eugene A. Welch, of Kalamazoo, is present Grand Counselor of Michigan. Mr. Welch is one of the best known travelers in the United States and very much interested in all traveling men. He was elected Grand Counselor at the last State convention of the order, which was held in Grand Rapids, and is making a splendid officer. He has asked the Senior Counselor of each council in Michigan to hold a special meeting on the last Saturday of this month, as requested by



Eugene A. Welch.

Supreme Counselor Duval. It is expected that fifteen thousand members will be taken into the U. C. T. on that night—something no other fraternal organization has ever attempted.

Through some unaccountable force of circumstances the news of the visit of the stork to the home of Glenn W. Stannard did not reach the office of the Secretary until last night. This news explains what Brother Stannard stated on the train yesterday morning with regard to the youngster and which we thought had reference to his former child. Congratulations just the same from all the boys, Glenn, and we understand this means another man on the road in the course of a few years. The newcomer made himself known in this world on Christmas Day and as the little girl put it: "It's too bad he came just on Christmas, for he will have to have his birthday and Christmas presents together."

The stork has also made his appearance in the home of Lewis Cook, who travels out of Kalamazoo for Armour & Co. A fifteen pound boy has appeared and you could hardly get near enough to Lou to shout congratulations. All he could say in reply was, "Some boy that!"

J. J. Potts has opened a retail candy store at the corner of West and North Streets and will also conduct his road work, with this location as his headquarters, selling both at retail and wholesale.

Saturday morning J. W. Bischoff, with the local branch of the Worden Grocer Co., took the car at his home on the way to the office. His grip came open just as he reached the platform and as he stooped to close it, the car struck a sharp angle of the track as it was hurrying to make up lost time, and Brother Bischoff was thrown to the ground backwards, receiving the force of the fall on his back. We called in the afternoon and found him on a bed of pillows and he states that so far they could only tell that he had a badly wrenched back. As Brother Bischoff weighs in the neighborhood of 200 pounds, he was very fortunate that no bones were broken. It was necessary to assist him to his home, but he is trying to make the best of it and will get out again just as soon as it is possible to safely travel.

F. H. Bowen, local manager of Lee

& Cady, is in Detroit the first of this week on business.

The condition of Elmer Mills, of Battle Creek Council, does not improve and it is necessary to have the services of the physician twice a day now. Just what complications have set in is impossible to determine at the present.

Saturday night Kalamazoo Council held a short business meeting and elected to membership Glenn E. Warren, 522 Pearl street, representing the Rumley Products Co., of LaPorte Ind., and Carl B. Ely, 604 West Ransom street, representing the Heit Miller Lau Candy Co. of Fort Wayne, Ind. These candidates will be initiated with the class on the last Saturday of the month, Jan. 31.

After the business session was closed, the orchestra appeared and the members of the baseball team, with Newton Root as chairman, gave the best party that has been given this season by the Kalamazoo Council, United Commercial Travelers of America. There were over fifty couples in attendance and the capacity of the floor was taxed to its utmost during every dance.

Now in regard to the special meeting on Jan. 31, it is expected that the United Commercial Travelers all over the United States are going to hold special meetings on this particular night to initiate candidates into the order and they expect thousands to receive their degrees in this special effort. There are several applications yet in the hands of the members who did not appear last Saturday night. According to a special dispensation from the Grand Council of Michigan, we will be enabled to accept these applications on the night of initiation, elect and initiate the same evening. This is a special privilege and should be taken advantage of by every traveling man who wishes to get his insurance quickly. Bring in all of the applications that you have signed and let us use them that night. R. S. Hopkins.

The Poor Innocents.

Little Anna was visiting the city for the first time. She had noticed the beautiful red and white swan-boats as they passed through the park in the morning, and her aunt had promised that after the shopping was done they should come back and have a ride.

Early in the afternoon they returned and stood on the bridge over the lagoon, watching the boats below and listening to the cry of the barker as he tried to induce the passers-by to patronize his swan-boats.

Anna clutched her aunt's hand tightly as she moved towards the landing, and declared vehemently that she did not want to go. Her aunt was puzzled until she noticed the boatman's call:

"Come one, come all! Ride clear around the pond. Only five cents for ladies and gents—children thrown in!"

Practical Enough.

Mr. Blake entered his office rather wearily one summer's morning, and in response to a cheery good-morning from his partner he grouchy replied:

"I certainly had a shock last night. A young fellow telegraphed me he had married my youngest daughter at Grant's Rock."

"Heavens!" returned his partner. "Well the only thing you can hope for now is that he may turn out to be a practical business man—"

"Oh," interrupted the fond parent, "I guess he's practical enough. He sent his message 'Collect.'"

The Gripsack Brigade.

Dry Goods Economist: E. A. Stowe, publisher of the Michigan Tradesman, Grand Rapids, has a great failing for poetry of all kinds, especially that which is written by traveling men. Any traveling man who is under the impression that he can write poetry will greatly oblige Mr. Stowe by submitting his efforts to him.

George A. Olney, said to be the oldest traveling man in the United States, has formally "quit the road," after a service of fifty-eight years. His home is in Brooklyn, but to celebrate his retirement he was given a banquet Monday night by Kansas City traveling men. Mr. Olney is 79 years old.

M. Winnie, who has represented the American Candy Co., of Milwaukee, for years in the State of Michigan, calling on the retail and wholesale confectioners, will hereafter represent the same firm, calling on the manufacturing and wholesale trade in the States of Michigan, Ohio, Indiana, Pennsylvania and New York.

Hillsdale—Henry E. Jacox, the former Jackson traveling man who was charged with obtaining \$100 from Lape Brothers, of this city, on a worthless check, was saved from prison by members of the U. C. T., who made good the sum. He was placed on probation for three years by Judge Chester, who stipulated that he could not leave the State without permission.

Saginaw—Norman H. Slade, a well known resident of Saginaw for many years, died recently of shock following an operation. He had not been in good health for the past year, but was not confined to his home, 707 Millard street, until about two weeks ago. He went to the hospital Thursday and was able to be up and around there, his condition not being considered serious. The operation was apparently successful and he came out from under the anaesthetic, but was unable to stand the shock in his weakened physical condition. He was born in Alstead, New Hampshire, April 17, 1849, and was the oldest son of Horace T. Slade, who was an old resident of this city. The family moved to Saginaw in 1869, and he has since made his home here. He was married in this city about thirty-five years ago to Miss Sarah Bradley who died February 11, 1913, less than a year ago. His occupation was that of a traveling salesman, and as such he was one of the most widely known in Saginaw and Michigan. He was a prominent member of Saginaw lodge No. 47, B. P. O. E., and was active in its affairs. He was of a very generous and cheerful disposition, and had a large host of friends. He leaves one son, Leigh W. Slade, at home; three brothers and one sister, Edwin R. Slade, Slater, Mo.; George W. Slade, Detroit; Mrs. Medalla Slade Frazer, Detroit; and Lewis C. Slade, Saginaw.

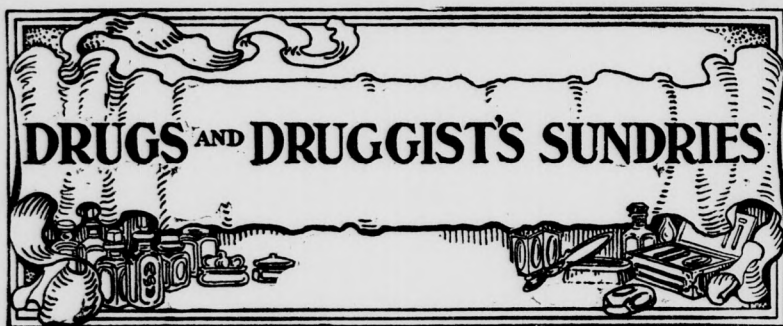
The company constructing the New Pantlind Hotel is in something of a quandary as to what to do in regard to a landlord. It has been planned from the beginning that J. Boyd Pantlind should become landlord of the hotel, but up to this time Mr. Pantlind has not seen fit to accept any proposition made him or consider

the matter at all seriously. He takes the ground that he has his hands full with his other hotel and that he is loath at his age to assume an obligation that might impair his fortune. The hotel company offered him the Pantlind Hotel proper on a straight lease for ten years at \$130,000 a year. This is at the rate of \$250 per room per year, whereas in many cities landlords pay at the rate of \$300 per room and the taxes and insurance in addition. The proposition of the hotel company contemplates the payment of the taxes and insurance and repairs by the owner of the building. An income of \$130,000 from the hotel proper, and about \$40,000 from the rental of the stores fronting on Monroe avenue would aggregate a total revenue of \$170,000 a year, which would be sufficient to pay the interest on the bonds, 6 per cent. on the preferred stock, 6 per cent. on the common stock, pay the taxes, insurance and repairs and leave \$10,000 a year to create a sinking fund. There is a feeling on the part of several of the directors that a younger man than Mr. Pantlind would, perhaps, be preferable and it is not at all unlikely that the directors may conclude to operate the hotel themselves under the direction of a manager who will be paid a salary. No definite action, however, will be taken until February 1, when Mr. Pantlind is to give the hotel company a final answer.

In 1909 the establishments in the glucose and starch industry in the United States gave employment to more than 5,000 persons and paid over \$4,000,000 in salaries and wages. Illinois was the most important state in the industry in that year, followed by Iowa, New Jersey and Indiana, in the order named. Corn and potatoes are the most important materials used in the manufacture of glucose and starch. The amount of corn used in 1909 was 40,009,088 bushels, and the amount of potatoes was 3,510,135 bushels. Wheat flour is also an important material. The quantity and cost of arrow root and other roots used as material are combined with that of wheat, the total for these materials in 1909 amounting to 1,940,000 pounds. Glucose was manufactured in only four states and the value of the product was nearly \$18,000,000. The starch product was valued at a little less.

Almost \$2,000,000 more money was coined in the United States mint at Philadelphia during 1913 than during 1912, most of the increase representing the manufacture of the new Buffalo nickels. The coining of 1914 nickels has already begun, these coins being the only ones thus far ordered by the Treasury Department. Although more money was coined last year than the year before, a great many people failed to get hold of the increase. Perhaps they had lost their grip, for those who do that generally fail to keep a firm grasp on coin.

The Grandfather Man is satisfied to do business the way his grandfather did it. He will have to be satisfied with doing less of it.



Michigan Board of Pharmacy.
 President—Will E. Collins, Owosso.
 Secretary—E. T. Boden, Bay City.
 Treasurer—E. E. Faulkner, Delton.
 Other Members—John J. Campbell,
 Pigeon; Chas. S. Koon, Muskegon.
 Grand Rapids Meeting—November 18,
 19 and 20.

Michigan State Pharmaceutical Association.
 President—D. G. Look, Lowell.
 Vice-Presidents—E. E. Miller, Traverse
 City; C. A. Weaver, Detroit.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton,
 Fremont; Ed. W. Austin, Midland; C.
 S. Koon, Muskegon; R. W. Cochran,
 Kalamazoo; James Robinson, Lansing;
 Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.
 President—Geo. H. Halpin, Detroit.
 Secretary-Treasurer—W. S. Lawton,
 Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H.
 Tibbs.
 Executive Committee—Wm. Quigley,
 Chairman; Henry Riechel, Theron Forbes.

The Druggists' National Home.

At a recent meeting of the trustees of the Druggists' National Home at Palmyra, Wis., it was decided that a fee of \$5 to join and \$1 a year be asked from every druggist, and that a general effort be made to induce druggists to become members of the Home Association. A committee of three—of which J. J. Kearney, of Chicago, is the chairman—was appointed to bring about the financing of the Home, and to bring the matter before the National Wholesale Druggists' Association at the annual meeting of that body at Jacksonville, Fla., last month. Thanksgiving Day was appointed for a Thanksgiving donation from all the druggists of the country.

A number of changes were suggested in the regulations of the Home, notably that admission to its privileges be regulated by the age of the applicant and the time he had been in the drug business, so as to give the most deserving the first opportunity.

But—the Home needs money! Such an institution as this is planned to be, a real home for the aged and infirm druggist, requires constant support, a dependable source of income. Were there a sufficient number of wealthy druggists who could see the advisability of joining together to provide an endowment fund, the interest of which would serve to pay the bills for maintenance, etc., the plans of the trustees could be carried out in detail to the inestimable benefit of wornout druggists in all sections of the country.

Apparently such an endowment from such a source is not possible, although there have been a number of very handsome donations from prominent firms. Hence the next and most

natural step is to secure the support of the druggists of the country as a body.

If every druggist in the country would pay at one time the small sum of \$5 and every drug clerk the sum of \$1, the Home would be placed on a self-supporting, self-respecting basis. There should be no necessity for this constant appeal for funds to meet already contracted liabilities.

The Home is your institution—you are at liberty to visit it and utilize its decided advantages. It is not a money-making institution, but a haven for the men of our craft who have labored long and earnestly for the common weal. By supporting the Home you are doing your part to provide for those who have fallen by the wayside through age or illness or infirmity. To paraphrase a famous saying, "There but for the mercy of God lie I"—and no one of us knows when he may be glad to have such a veritable haven to which to turn.

Life Registration for Pharmacists.

The announcement that the Ohio Pharmaceutical Association has begun a State-wide campaign for a law providing that pharmacists shall be registered for life, instead of for three years, as at present, again brings to the front the debatable question of the necessity for re-registration. Lawyers and doctors, having once qualified to practice their chosen callings, are not thereafter compelled to do anything to protect their prerogative except to be honest and straightforward in the practice of their professions. Pharmacists, on the other hand, not only must re-register, but they must pay fees, at least in some of the states (in Ohio \$2) for the privilege.

There are arguments in favor of re-registration of pharmacists that do not apply to the majority and which are well known. The same arguments would apply in even greater degree to lawyers and physicians. Without at this time passing upon the main question as to whether all three professions ought or ought not to re-register at stated intervals, it seems, nevertheless, to be adding insult to injury, that pharmacists in addition to being forced to re-register, should have to pay for so doing.

Many board officials have claimed with considerable degree of reason that re-registration made it easier to keep track of pharmacists, and for board members to detect the fraudulent use of certificates of registration. To this extent, perhaps, re-registration has something to commend it,

but why should pharmacists be taxed to support boards of pharmacy? Lawyers are not compelled to pay fees to support the courts, doctors are not required to pay the cost of boards of health or examining boards, and this discrimination against pharmacists is plainly on a level with class legislation. The license fees of one kind or another the pharmacist is compelled to meet constitute an onerous burden, and that one exacted from him for re-registration is practically the penalty he pays for being allowed to practice an honorable profession. In Ohio, as in other states, there seems to be need of a readjustment of the relation of pharmacists to the Government.—Pharmaceutical Era.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Retail Merchants' Board of Jackson has adopted a business policy, which is substantially as follows: "Not to advertise in any publications except daily and weekly papers; not to buy tickets at any place of business for suppers or dances; not to make donations or subscriptions to any society or for any purpose not given a card of solicitation."

The annual banquet of the Holland Business Men's Association will be held Jan. 26.

Ann Arbor claims to have more than its share of tramps and hoboes, and its warm, comfortable jail, with three meals a day, is well patronized. The city is building up a very popular winter resort.

The White Cloud Board of Trade has adopted an initiation fee of \$1 and yearly dues of \$4. New officers are: President, George Blass; Vice-President, L. W. Fuller; Secretary, C. E. Morris; Treasurer, G. L. Rosenberg.

The new dam and electric power plant at Gladwin are in commission. Gladwin is lighted with forty-seven lamps and the company is preparing to extend lines into rural districts.

The municipal affairs committee of the Kalamazoo Commercial Club is arranging for a series of free Sunday concerts for the people during the winter.

Residents of Comstock, Galesburg and Augusta are not pleased with the holiday gift presented them by the M. U. T. company of higher rates, which doubles the fares to Kalamazoo. Comstock people are especially indignant and claim that the village has been built up on the 5 cent rate to and from the Celery City.

Nearly 300 students are enrolled in the night school at Flint. The mechanical drawing class leads with forty-eight students.

Alpena hopes to forestall another epidemic of typhoid fever and members of the Board of Health will make a house to house campaign of education. "Boil the water" is the slogan.

Hillsdale, Coldwater and other towns of Southern Michigan, along the Lake Shore road, are still talking electric road and a line will probably be built some day provided the New York Central people are not as successful as they have been in York State in quieting threatening competition.

Retail lumber dealers of the State will meet in Battle Creek Feb. 2 and 3 and the Chamber of Commerce has arranged for a visit to the Postum plant, a banquet at the Sanitarium and other features.

The Southwestern Retail Harness Dealers' Association will meet in Battle Creek Jan. 23.

Carnegie contributes \$5,000 for building a public library at Newaygo. It will probably be located in Brooks Park and construction work will begin in the spring.

A new public drinking fountain was opened New Year's day on Main street, Eaton Rapids, by the Commercial Club. It is built of field stone in an artistic manner. The flowing well supplies four taps and the fountain is well lighted.

Epstein & Carle, of Chicago, makers of woollen skirts, are planning to open a branch factory at Coldwater.

The Million Dollar Harbor Club of Ludington is planning for a monster celebration July 3 and 4 with a water carnival as the leading feature. New officers of the club are: President, W. L. Mercereau; Vice-President, A. A. Keiser; Secretary, E. O. McLean; Treasurer, F. W. Hawley.

The semi-monthly pay day has been in effect in Marquette for a short time, and while there is division of opinion on the subject it would appear that the greater number of merchants are in favor of the monthly pay system formerly in vogue. The amount of savings at some banks has fallen off since the law went into effect and it is believed that most wage earners find it harder to lay up any money under the new system.

The Marshall Board of Commerce will hold no annual banquet this year. A local paper says it will "cut out all such extravagances and use the money in a more profitable way. The evanescent enthusiasm stirred up at these feasts in the past has not warranted the expense incurred."

Battle Creek is seeking ways and means to provide industrial courses in the public schools.

Muskegon will establish its first municipal playground the coming summer.

Allegan voted down the proposition to bond for \$15,000 for street, water and sewer improvements.

A new electric light system is being installed at Perrinton.

Ground has been broken at Sparta for a new foundry building.

The Michigan Trunk Line Highway Association will meet in Bay City Jan. 22.

Calhoun County's annual Lincoln Club banquet will be held at Elk's Temple, Battle Creek, Feb. 12.

A winter Chautauqua and farmers' institute will be held in Ionia Feb. 17, 18 and 19.

Lansing's red letter event, the Zach Chandler banquet, will be held Jan. 30.

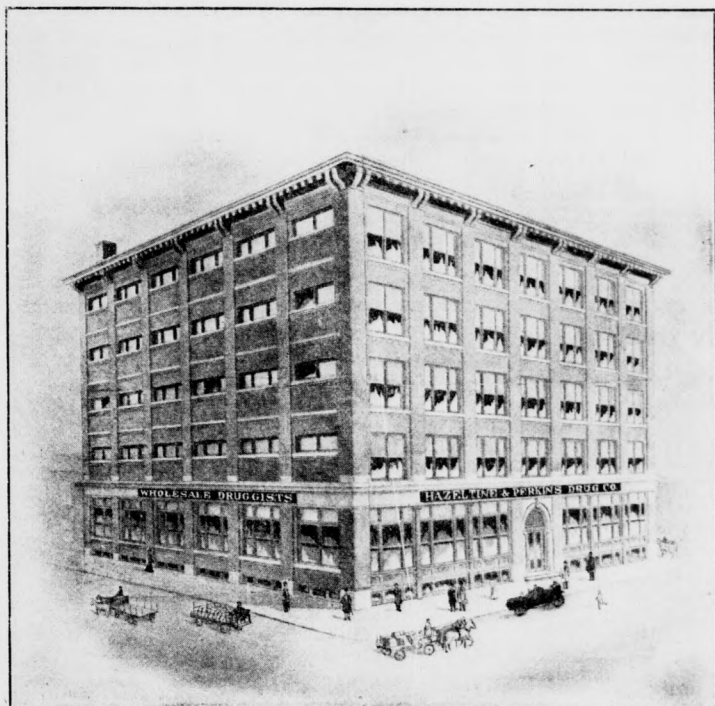
Greenville has secured a new manufacturing industry, the Wolverine Fixture Co., a wood working concern.

Almond Griffen.

A stitch in time beats two in the side.

WHOLESALE DRUG PRICE CURRENT

Acids		Cubebs	@ 4 50	Digitalis	@ 60
Acetic	6 @ 8	Erigeron	@ 2 50	Gentian	@ 60
Boric	10 @ 15	Eucalyptus	75 @ 85	Ginger	@ 95
Carbonic	17 @ 22	Hemlock, pure ..	@ 1 00	Guaiaac	@ 1 05
Citric	60 @ 67	Juniper Berries ..	@ 1 25	Guaiaac Ammon..	@ 80
Muriatic	1 1/2 @ 5	Juniper Wood ..	40 @ 50	Iodine	@ 1 25
Nitric	5 1/2 @ 10	Lard, extra	85 @ 1 00	Iodine, Colorless	@ 1 25
Oxalic	13 @ 16	Lard, No. 1	75 @ 90	Ipecac	@ 75
Sulphuric	1 1/2 @ 5	Laven'r Flowers 4	50 @ 5 00	Iron, clo.	@ 60
Tartaric	38 @ 45	Lavender, Garden	85 @ 1 00	Kino	@ 70
Ammonia		Lemon	4 50 @ 5 00	Myrrh	@ 1 05
Water, 26 deg. ..	6 1/2 @ 10	Linseed, boiled, bbl.	@ 2	Nux Vomica	@ 70
Water, 18 deg. ..	4 1/2 @ 8	Linseed, bld. less	55 @ 60	Opium	@ 2 00
Water 14 deg.	3 1/2 @ 6	Linseed, raw, bbls	@ 51	Opium Camph.	@ 65
Carbonate	13 @ 16	Linseed, raw, less	54 @ 59	Opium, Deodorz'd	@ 2 25
Chloride	12 @ 15	Mustard, true ..	4 50 @ 6 00	Rhubarb	@ 70
Balsams		Mustard, artif'l	2 75 @ 3 00		
Copaiba	75 @ 1 00	Neatsfoot	80 @ 85	Paints	
Fir (Canada) ..	1 75 @ 2 00	Olive, pure	2 50 @ 3 50	Lead, red dry ..	7 @ 8
Fir (Oregon) ..	40 @ 50	Olive, Malaga, ..	1 60 @ 1 75	Lead, white dry ..	7 @ 8
Peru	2 25 @ 2 50	Olive, Malaga, ..	1 50 @ 1 65	Lead, white oil ..	7 @ 8
Tolu	1 00 @ 1 25	Orange, sweet ..	1 25 @ 1 50	Ochre, yellow bbl.	1 @ 1 1/4
Berries		Organum, pure ..	1 25 @ 1 50	Ochre, yellow less	2 @ 5
Cubeb	65 @ 75	Organum, com'l ..	1 25 @ 1 50	Putty	2 1/2 @ 5
Fish	15 @ 20	Pennyroyal	2 25 @ 2 50	Red Venetian bbl.	1 @ 1 1/2
Juniper	7 @ 10	Peppermint	4 00 @ 4 25	Red Venet'n, less	2 @ 5
Prickly Ash ..	@ 50	Rose, pure	16 00 @ 18 00	Shaker, Prepared	1 40 @ 1 50
Barks		Rosemary Flowers	90 @ 1 00	Vermillion, Eng. ..	90 @ 1 00
Cassia (ordinary)	25	Sandalwood, E. I.	6 25 @ 6 50	Vermillion, Amer.	15 @ 20
Cassia (Saigon)	65 @ 75	Sassafras, true ..	80 @ 90	Whiting, bbl.	1 @ 1 1/2
Elm (powd. 25c)	25 @ 30	Sassafras, artif'l	45 @ 50	Whiting	2 @ 5
Sassafras (pow. 30c)	@ 25	Spearment	5 50 @ 6 00	Insecticides	
Soap Cut (powd. 25c)	15 @ 20	Sperm	90 @ 1 00	Arsenic	6 @ 10
Extracts		Tansy	5 00 @ 5 50	Blue Vitrol, bbl.	@ 6 1/4
Licorice	24 @ 28	Tar, USP	30 @ 40	Blue Vitrol less ..	7 @ 10
Licorice powdered	25 @ 30	Turpentine, bbls.	@ 54 1/2	Bordeaux Mix Pst	8 @ 15
Flowers		Turpentine, less ..	58 @ 65	Hellebore, White	
Arnica	18 @ 25	Wintergreen, true	@ 5 00	powdered	15 @ 20
Chamomile (Ger.)	25 @ 35	Wintergreen, sweet	2 00 @ 2 25	Insect Powder ..	20 @ 35
Chamomile (Rom.)	40 @ 50	Wintergreen, art'l	50 @ 60	Lead Arsenate ..	8 @ 16
Gums		Wormseed	3 50 @ 4 00	Lime & Sulphur	
Acacia, 1st	40 @ 50	Wormwood	6 00 @ 6 50	Solution, gal.	15 @ 25
Acacia, 2nd	35 @ 40	Potassium		Paris Green ..	15 1/2 @ 20
Acacia, 3d	30 @ 35	Bicarbonate	15 @ 18	Miscellaneous	
Acacia, Sorts	@ 20	Bichromate	13 @ 16	Acetanalid	30 @ 35
Acacia Powdered	35 @ 40	Bromide	45 @ 55	Alum	3 @ 5
Aloes (Barb. Pow)	22 @ 25	Carbonate	12 @ 15	Alum, powdered and	
Aloes (Cape Pow)	20 @ 25	Chlorate, xtal and	12 @ 16	ground	5 @ 7
Aloes (Soc. Powd.)	40 @ 50	powdered	12 @ 16	Bismuth, Subni-	
Asafoetida	75 @ 1 00	Chlorate, granular	16 @ 20	trate	2 10 @ 2 25
Asafoetida, Powd.		Cyanide	30 @ 40	Borax xtal or ..	
Pure		Iodide	3 20 @ 3 40	powdered	6 @ 12
U. S. P. Powd.	@ 1 00	Permanganate ..	15 @ 30	Cantharadics po.	2 25 @ 2 50
Camphor	55 @ 60	Prussiate yellow	30 @ 35	Calomei	1 20 @ 1 30
Guaiaac	35 @ 40	Prussiate, red ..	50 @ 60	Capsicum	20 @ 25
Guaiaac, Powdered	50 @ 60	Sulphate	15 @ 20	Carmine	@ 3 50
Kino	@ 40	Roots		Cassa Buds	@ 40
Kino, Powdered ..	@ 45	Alkanet	15 @ 20	Cloves	30 @ 35
Myrrh	@ 40	Blood, powdered ..	20 @ 25	Chalk Prepared ..	@ 3 1/2
Myrrh, Powdered ..	@ 50	Calamus	35 @ 40	Chalk Precipitated	7 @ 10
Opium	7 25 @ 7 50	Cleocampae, powd.	15 @ 20	Chloroform	38 @ 48
Opium, Powd.	8 75 @ 8 95	Gentian, powd.	12 @ 16	Chloral Hydrate	1 00 @ 1 15
Opium, Gran.	8 90 @ 9 10	Ginger, African, ..	15 @ 20	Cocaine	4 10 @ 4 40
Shellac	28 @ 35	powdered	15 @ 20	Cocoa Butter	50 @ 60
Shellac, Bleached	30 @ 35	Ginger, Jamaica ..	22 @ 25	Corks, list, less 70%	
Tragacanth No. 1	40 @ 1 50	Ginger, Jamaica, ..	22 @ 25	Copperas, bbls.	@
Tragacanth, Pow	75 @ 85	powdered	22 @ 28	Copperas, less	2 @ 5
Turpentine	10 @ 15	Goldenseal, powd	6 50 @ 7 00	Copperas, Powd.	4 @ 6
Leaves		Ipecac, powd.	2 75 @ 3 00	Corrosive Sublim.	1 05 @ 1 10
Buchu	1 85 @ 2 00	Licorice	14 @ 16	Cream Tartar ..	30 @ 35
Buchu, Powd.	2 00 @ 2 25	Licorice, powd.	12 @ 15	Cuttlebone	25 @ 30
Sage, bulk	18 @ 25	Orris, powdered ..	25 @ 30	Dextrine	7 @ 10
Sage, 1/2s Loose ..	20 @ 25	Poke, powdered ..	20 @ 25	Dover's Powder ..	2 00 @ 2 25
Sage, Powdered ..	25 @ 30	Rhubarb	75 @ 1 00	Emery, all Nos.	6 @ 10
Senna, Alex	45 @ 50	Rhubarb, powd.	75 @ 1 25	Emery, powdered ..	5 @ 8
Senna, Tinn.	15 @ 20	Rosinweed, powd.	25 @ 30	Epsom Salts, bbls	@ 1 1/2
Senna, Tinn, Pow.	20 @ 25	Sarsaparilla, Hond.	@ 50	Epsom Salts, less 2 1/2 @	5
Uva Ursi	10 @ 15	ground	@ 50	Ergot	1 50 @ 1 75
Oils		Sarsaparilla Mexican,	25 @ 30	Ergot, powdered ..	1 80 @ 2 00
Almonds, Bitter, ..	6 00 @ 6 50	ground	25 @ 30	Flake White	12 @ 15
Almond, Bitter, ..	@ 1 00	Squills	20 @ 35	Formaldehyde lb.	10 @ 15
Almonds, Sweet, ..	90 @ 1 00	Squills, powdered	40 @ 60	Gambier	6 @ 10
Almond, Sweet, ..	40 @ 50	Tumeric, powd.	12 @ 15	Gelatine	35 @ 45
Amber, crude	25 @ 30	Valerian, powd.	25 @ 30	Glassware, full cases	80%
Amber, rectified ..	40 @ 50	Seeds		Glassware, less 70 & 10%	
Anise	2 25 @ 2 50	Anise	15 @ 20	Glauber Salts bbl.	@ 1
Bergamont	7 50 @ 8 00	Anise, powdered ..	22 @ 25	Glauber Salts less ..	2 @ 5
Cajuput	75 @ 85	Bird, ls	8 @ 10	Glue, brown	11 @ 15
Cassia	1 50 @ 1 75	Canary	9 @ 12	Glue, white	10 @ 15
Castor, bbls. and ..	12 1/2 @ 15	Caraway	12 @ 18	Glue, white grd ..	15 @ 25
Cedar Leaf	@ 85	Cardamon	1 75 @ 2 00	Glycerine	23 1/2 @ 30
Citronella	@ 75	Celery	30 @ 35	Hops	50 @ 80
Cloves	1 50 @ 1 75	Coriander	12 @ 18	Indigo	85 @ 1 00
Cocanut	20 @ 25	Dill	25 @ 30	Iodine	4 35 @ 4 60
Cod Liver	1 25 @ 1 50	Fennel	@ 30	Iodoform	5 40 @ 5 60
Cotton Seed	80 @ 1 00	Flax	4 @ 8	Lead Acetate	12 @ 18
Croton	@ 1 60	Flax, ground	4 @ 8	Lycopodium	55 @ 65
Tinctures		Foenugreek, pow.	6 @ 10	Mace	80 @ 90
Aconite	@ 75	Hemp	5 @ 7	Mace, powdered ..	90 @ 1 00
Aloes	@ 65	Lobelia	@ 50	Menthol	5 50 @ 6 00
Arnica	@ 1 00	Mustard, yellow ..	9 @ 12	Mercury	75 @ 85
Asafoetida	@ 60	Mustard, black ..	20 @ 25	Morphine all brd	5 05 @ 5 30
Belladonna	@ 90	Mustard, powd.	15 @ 20	Nux Vomica	@ 10
Benzoin	@ 90	Poppy	75 @ 1 00	Nux Vomica pow ..	@ 15
Benzoin Compound	@ 1 00	Quince	6 @ 10	Pepper, black pow	20 @ 25
Buchu	@ 1 00	Rape	25 @ 30	Pepper, white	30 @ 35
Cantharadics	@ 1 00	Sabadilla	35 @ 45	Pitch, Burgundy ..	10 @ 15
Capsicum	@ 90	Sabadilla, powd.	35 @ 45	Quassia	10 @ 15
Catechu	@ 90	Sunflower	6 @ 8	Quinine, all brds ..	25 @ 36 1/4
Cinchona	@ 60	Worm American ..	15 @ 20	Rochelle Salts ..	23 @ 30
Colchicum	@ 60	Worm Levant	50 @ 60	Saccharine	1 50 @ 1 75
Cubebs	@ 1 20	Tinctures		Salt Peter	7 1/2 @ 12
		Aconite	@ 75	Selditz Mixture ..	20 @ 25
		Aloes	@ 65	Soap, green	15 @ 20
		Arnica	@ 1 00	Soap, mott castile	10 @ 15
		Asafoetida	@ 60	Soap, white castile	@ 6 25
		Belladonna	@ 90	less, per bar ..	@ 68
		Benzoin	@ 90	Soda Ash	1 1/2 @ 5
		Benzoin Compound	@ 1 00	Soda Bicarbonate	1 1/2 @ 5
		Buchu	@ 1 00	Soda, Sal	1 @ 4
		Cantharadics	@ 1 00	Spirits Camphor ..	@ 75
		Capsicum	@ 90	Sulphur roll	2 1/2 @ 5
		Cardamon	@ 90	Sulphur Subl.	2 1/2 @ 5
		Catechu	@ 60	Tamarinds	10 @ 15
		Cinchona	@ 60	Tartar Emetic	40 @ 50
		Colchicum	@ 60	Turpentine Venice	40 @ 50
		Cubebs	@ 1 20	Vanilla Ext. pure	1 00 @ 1 50
				Witch Hazel	65 @ 1 00
				Zinc Sulphate ..	7 @ 10

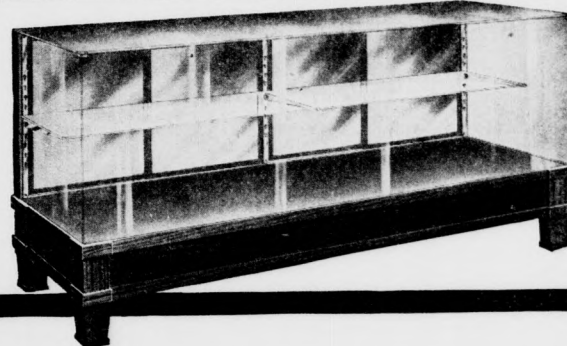


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To our Customers for 1914: The year 1913 is now a matter of history. We have bidden adieu with thanks for all the good things which were brought to our customers and ourselves. We have made arrangements for a larger, more comprehensive and more successful business for the year 1914. There will be no changes in our traveling force and our sundry men, Mr. W. B. Dudley and Mr. Fred L. Raymond, will call upon you in the near future in the interest especially of druggists' sundries, stationery, books, sporting goods, etc. Please reserve your orders for them which when received by us will have our prompt and careful attention.

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GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Canned Apples
Canned Pumpkin
Carbon Oils

DECLINED

Meal
Wingold Flour

Index to Markets

By Columns

		1		2	
		AMMONIA		Beans	
		12 oz. ovals 2 doz. box	75	Baked	85@1 30
		AXLE GREASE		Red Kidney	85@1 30
		Frazier's		String	70@1 15
				Wax	75@1 25
		11lb. wood boxes, 4 doz.	3 00	Blueberries	
		11lb. tin boxes, 3 doz.	2 35	Standard	1 80
		3 1/2 lb. tin boxes, 2 doz.	4 25	Gallon	7 25
		10lb. pails, per doz.	6 00	Clams	
		15lb. pails, per doz.	7 20	Little Neck, 1lb.	@1 00
		25lb. pails, per doz.	12 00	Little Neck, 2lb.	@1 50
		BAKED BEANS		Clam Bouillon	
		No. 1, per doz.	45@ 90	Burnham's 1/2 pt.	2 25
		No. 2, per doz.	75@1 40	Burnham's pts.	3 75
		No. 3, per doz.	85@1 75	Burnham's qts.	7 50
		BATH BRICK		Corn	
		English	95	Fair	65@ 70
		BLUING		Good	90@1 00
		Jennings'		Fancy	@1 30
		Condensed Pearl Bluing		French Peas	
		Small C P Bluing, doz.	45	Monbadon (Natural)	
		Large C P Bluing, doz.	75	per doz.	1 75
		BREAKFAST FOODS		Gooseberries	
		Apelzo, Biscuits	3 00	No. 2, Fair	1 50
		Bear Food, Pettijohns	1 95	No. 2, Fancy	2 35
		Cracked Wheat, 24-2	2 50	Hominy	
		Cream of Wheat, 36-2	4 50	Standard	85
		Cream of Rye, 24-2	3 00	Lobster	
		Posts Toasties, T.		1/4 lb.	1 85
		No. 2	2 80	1/2 lb.	3 15
		Posts Toasties, T.		Mackerel	
		No. 3	2 80	Mustard, 1lb.	1 80
		Farinose, 24-2	2 70	Mustard, 2lb.	2 80
		Grape Nuts	2 70	Soused, 1 1/2 lb.	1 60
		Grape Sugar Flakes	2 50	Soused, 2lb.	2 75
		Sugar Corn Flakes	2 50	Tomato, 1lb.	1 50
		Hardy Wheat Food	2 25	Tomato, 2lb.	2 80
		Postma's Dutch Cook	2 75	Mushrooms	
		Holland Rusk	3 00	Hotels	@ 15
		Kellogg's Toasted Rice	3 30	Buttons, 1/2s	@ 14
		Biscuit	3 30	Buttons, 1s	@ 25
		Kellogg's Toasted Rice	2 80	Oysters	
		Flakes	2 80	Cove, 1lb.	@ 95
		Kellogg's Toasted Wheat	3 30	Cove, 2lb.	@1 75
		Biscuit	3 30	Piums	
		Kellogg's Krumbles	3 30	Plums	90@1 35
		Krinkle Corn Flake	1 75	Pears in Syrup	
		Mapl-Wheat Flakes,	2 70	No. 3 cans, per doz.	1 50
		3 doz.	2 80	Peas	
		Mapl-Corn Flakes	2 80	Marrowfat	90@1 00
		Minn. Wheat Cereal	3 75	Early June	1 10@1 25
		Algrain Food	4 25	Early June siftd	1 45@1 55
		Ralston Wheat Food	4 50	Peaches	
		Saxon Wheat Food	1 45	Pie	1 00@1 25
		Shred Wheat Biscuit	3 60	No. 10 size can pie	@ 25
		Triscuit, 18	1 80	Pineapple	
		Pillsbury's Best Cerl	4 25	Grated	1 75@2 10
		Post Tavern Special	2 80	Sliced	95@2 60
		Quaker Puffed Rice	4 25	Pumpkin	
		Quaker Puffed Wheat	2 85	Fair	80
		Quaker Brkfst Biscuit	1 90	Good	90
		Quaker Corn Flakes	1 75	Fancy	1 00
		Victor Corn Flakes	2 20	Gallon	2 40
		Washington Crisps	1 85	Raspberries	
		Wheat Hearts	1 90	Standard	@
		Wheatena	4 50	Salmon	
		Evapor'd Sugar Corn	90	Warrens, 1 lb. Tall	2 30
		BROOMS		Warrens, 1 lb. Flat	2 40
		Fancy Parlor, 25 lb.	4 00	Red Alaska	1 40@1 45
		Parlor, 4 String, 25 lb.	3 75	Med Red Alaska	1 15@1 35
		Standard Parlor 23 lb.	3 25	Pink Alaska	@ 90
		Common, 23 lb.	3 00	Sardines	
		Special, 23 lb.	2 50	Domestic 1/4s	3 50
		Warehouse, 33 lb.	4 00	Domestic 1/2 Mustard	3 25
		Common Whisk	1 00	Domestic, 1/4 Mustard	2 75
		Fancy Whisk	1 25	French, 1/4s	7@14
		BRUSHES		French 1/2s	13@23
		Scrub		Saur Kraut	
		Solid Back, 8 in.	75	No. 3, cans	90
		Solid Back, 11 in.	95	No. 10, cans	2 40
		Pointed Ends	85	Shrimps	
		Stove		Dunbar, 1st doz.	1 30
		No. 2	90	Dunbar, 1 1/2 doz.	2 35
		No. 3	1 25	Succotash	
		No. 1	1 75	Fair	90
		Shoe		Good	1 20
		No. 2	1 00	Fancy	1 25@1 40
		No. 7	1 30	Strawberries	
		No. 4	1 70	Standard	95
		No. 3	1 90	Fancy	2 25
		BUTTER COLOR		Tomatoes	
		Dandelion, 25c size	2 00	Good	1 05
		CANDLES		Fancy	1 35
		Paraffine, 6s	7 1/2	No. 10	3 25
		Paraffine, 12s	8	CARBON OILS	
		Wicking	20	Barrels	
		CANNED GOODS		Perfection	@10 1/2
		Apples		D. S. Gasoline	@17
		3 lb. Standards	@ 90	Gas Machine	@29.7
		Gallon	2 85@3 00	Deodor'd Nap'a	@16 1/2
		Blackberries		Cylinder	29 @34 1/2
		2 lb.	1 50@1 90	Engine	16 @22 1/2
		Standard gallons	@5 00	Black, winter	8 @10
		CATSUP		CATSUP	
		Snider's pints	2 35	Snider's 1/4 pints	1 35
		Snider's 1/2 pints	1 35		

3

CHEESE

Acme	@18
Bloomington	@18
Carson City	@18 1/2
Hopkins	@18
Brick	@17 1/2
Leiden	@15
Limburger	@17 1/2
Pineapple	40 @60
Edam	@85
Sap Sago	@18
Swiss, domestic	@20

CHEWING GUM

Adams Black Jack	55
Adams Sappota	55
Beeman's Pepsin	55
Beechnut	60
Chiclets	1 25
Colgan Violet Chips	60
Colgan Mint Chips	60
Dentyne	1 10
Flag Spruce	55
Juicy Fruit	55
Red Robin	55
Sen Sen (Jars 80 pkgs, \$2.20)	55
Spearmint, Wrigleys	60
Spearmint, 5 box jars	3 00
Spearmint, 3 box jars	1 80
Trunk Spruce	55
Yucatan	55
Zeno	60

CHICORY

Bulk	5
Red	7
Eagle	5
Frank's	7
Scheuer's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.	22
German's Sweet	32
Premium	32
Caracas	28
Walter M. Lowney Co.	29
Premium, 1/4s	29
Premium, 1/2s	29

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
No. 72 Jute	1 00
No. 60 Sisal	90
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	28
Huyler	36
Lowney, 1/4s	33
Lowney, 1/2s	33
Lowney, 5 lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 1s	36
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	22

COCOANUT

Dunham's	per lb.
1/4s, 5lb. case	30
1/2s, 5lb. case	29
1/4s, 15lb. case	29
1/2s, 15lb. case	28
1s, 15lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	14 1/2
Bulk, barrels	13 1/2
Baker's Brazil Shredded	10 5c pkgs., per case 2 60
25 10c pkgs., per case 2 60	
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Choice	19 1/2
Fancy	20
Peaberry	21

Santos

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

Maracaibo

Fair	24
Choice	25
Choice	25
Fancy	26

Guatemala

Fair	25
Fancy	28
Private Growth	26@30
Mandling	31@35
Aukola	30@32

4

Mocha

Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28
Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	

Bogota

New York Basis	20 50
Arbuckle	21 50
Lion	21 50
McLaughlin's XXXX	
McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chicago	

Extracts

Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	Pails
Horehound	8
Standard	8
Standard, small	8 1/2
Twist, small	9

Cases

Jumbo	8
Jumbo, small	8 1/2
Big Stick	8 1/2
Boston Cream	13

Mixed Candy

Cut Leaf	9
Fancy	10½
French Cream	9
Grocers	6½
Kindergarten	11
Leader	8½

6

Graham Crackers Red	1 00
Label 10c size	1 00
Lemon Snaps	50
Oysterettes	50
Premium Sodas	1 00
Royal Toast	1 00
Saratoga Flakes	1 00
Social Tea Biscuit	1 00
S. S. Butter Crackers	1 50
Uneda Biscuit	1 50
Uneda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	1 00
Zwieback	1 00

Other Package Goods	
Barnum's Animals	50
Chocolate Tokens	2 50
Butter Crackers NBC	2 50
Family Package	2 50
Soda Crackers NBC	2 50
Family Package	3 00
Fruit Cake	1 00
In Special Tin Packages	
Festino	2 50
Nabisco 25c	2 50
Nabisco, 10c	1 00
In bulk, per tin	
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR	
Barrels or drums	33
Boxes	34
Square Cans	36
Fancy Caddies	41

DRIED FRUITS	
Apples	
Evaporated, Choice bulk	09
Evaporated, Fancy pkg.	

Apricots	
California	13@15
Citron	
Corsican	16
Currants	
Imported 1lb. pkg.	8 1/2
Imported, bulk	8 1/2

Peaches	
Muir's—Choice, 25lb.	7 1/2
Muir's—Choice, 25lb.	8 1/2
Fancy, Peeled, 25lb.	15

Peel	
Lemon, American	12 1/2
Orange, American	12 1/2

Raisins	
Cluster, 70 cartons	2 25
Loose Muscatels, 4 Cr.	7 1/2
Loose Muscatels, 3 Cr.	7 1/2
L. M. Seeded, 1 lb.	8 1/2@9

California Prunes	
90-100 25lb. boxes	@ 6 1/2
80-90 25lb. boxes	@ 7 1/2
70-80 25lb. boxes	@ 8 1/2
60-70 25lb. boxes	@ 9 1/2
50-60 25lb. boxes	@ 10 1/2
40-50 25lb. boxes	@ 11 1/2

FARINACEOUS GOODS	
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Beans	
California Lima	6 1/2
Michigan Lima	6
Med. Hand Picked	2 10
Brown Holland	1 65

Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20

Hominy	
Pearl, 100 lb. sack	2 00
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50

Pearl Barley	
Chester	3 00
Empire	

Peas	
Green, Wisconsin, bu.	1 75
Green, Scotch, bu.	1 75
Split, lb.	5

Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	

Tapioca	
Flake, 100 lb. sacks	4 1/2
Pearl, 100 lb. sacks	4 1/2
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 25

FISHING TACKLE	
1/4 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20

Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	13
No. 8, 15 feet	14
No. 9, 15 feet	20

Linen Lines	
Small	20
Medium	26
Large	34

Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

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FLAVORING EXTRACTS

Jennings D C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box 7 1/2 oz.	85
No. 2, F box, 1 1/4 oz.	1 20
No. 4, F box, 2 1/4 oz.	2 00
No. 3, 2 1/4 oz. Taper	2 00
2 oz. Full Measure	1 75

FLOUR AND FEED

Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	5 10
Sunburst	4 80
Wizard Flour	4 70
Wizard Graham	4 80
Wizard Gran. Meal	4 40
Wizard Buckwh't cwt	3 40
Rye	4 40
Valley City Milling Co.	
Lily White	5 10
Light Loaf	4 60
Graham	2 00
Granena Health	2 10
Gran. Meal	1 80
Bolton Med.	1 70

Voigt Milling Co.	
Graham	4 30
Voigt's Crescent	5 10
Voigt's Flour	5 10
Voigt's Hygienic	4 30
Voigt's Royal	5 50
Watson-Higgins Milling Co.	
Perfection Buckwheat	
Flour	6 50
Perfection Flour	5 10
Tip Top Flour	4 60
Golden Sheaf Flour	4 20
Marshall's Best Flour	4 75

Worden Grocer Co.	
Wizard Flour	4 70
Quaker, paper	4 90
Quaker, cloth	5 00
Quaker Buckwheat bbl.	5 50

Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	4 60

Worden Grocer Co.	
American Eagle, 1/2 s	5 10
American Eagle, 1/4 s	5 00
American Eagle, 1/8 s	4 90

Spring Wheat	
Roy Baker	
Golden Horn, family	4 80
Golden Horn, bakers	4 75
Wisconsin Rye	3 60

Judson Grocer Co.	
Ceresota, 1/2 s	5 30
Ceresota, 1/4 s	5 40
Ceresota, 1/8 s	5 50

Voigt Milling Co.	
Columbian	4 80

Worden Grocer Co.	
Wingold, 1/2 s cloth	5 50
Wingold, 1/4 s cloth	5 40
Wingold, 1/8 s cloth	5 30
Wingold, 1/2 s paper	5 35
Wingold, 1/4 s paper	5 30
Bakers' Patent	5 15

Wykes & Co.	
Sleepy Eye, 1/2 s cloth	5 40
Sleepy Eye, 1/4 s cloth	5 30
Sleepy Eye, 1/8 s cloth	5 20
Sleepy Eye, 1/2 s paper	5 20
Sleepy Eye, 1/4 s paper	5 20

Meal	
Bolton	4 20
Golden Granulated	4 40

Wheat	
New Red	93
New White	93

Oats	
Michigan carlots	47
Less than carlots	45

Corn	
Carlots	72
Less than carlots	70

Hay	
Carlots	17 00
Less than carlots	18 00

Feed	
Street Car Feed	33
No. 1 Corn & Oat Feed	33
Cracked corn	32
Coarse corn meal	32

FRUIT JARS	
Mason, pts., per gro.	4 55
Mason, qts., per gro.	4 95
Mason, 1/2 gal. per gro.	7 30
Mason, can tops, gro.	1 65

GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 25
Knox's Sparkling, gr. 14	1 00
Knox's Acidu'd doz.	1 25
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90

GRAIN BAGS	
Broad Gauge	18
Amoskeag	19

Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

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HIDES AND PELTS

Hides	
Green, No. 1	12
Green, No. 2	11
Cured, No. 1	13 1/2
Cured, No. 2	12 1/2
Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2

Pelts	
Old Wool	60@1 25
Lambs	50@1 00
Shearings	50@1 00

Tallow	
No. 1	@ 5
No. 2	@ 4

Wool	
Unwashed, med.	@ 18
Unwashed, fine	@ 13

HORSE RADISH	
Per doz.	90

Jelly	
5lb. pails, per doz.	2 40
15lb. pails, per pail	55
30lb. pails, per pail	1 00

JELLY GLASSES	
1/2 pt. in bbls., per doz.	15
1/4 pt. in bbls., per doz.	16
8 oz. capped in bbls.	
per doz.	18

MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75

MINCE MEAT	
Per case	2 85

MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

Half barrels 2c extra	
Red Hen, No. 2 1/2	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

MUSTARD	
1/4 lb. 6 lb. box	16

OLIVES	
Bulk, 1 gal. kegs 100@1 10	
Bulk, 2 gal. kegs 95@1 10	
Bulk, 5 gal. kegs 90@1 10	

Stuffed, 5 oz.	
Stuffed, 8 oz.	1 25
Stuffed, 14 oz.	2 25

Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25

Queen, Mammoth, 19	
oz.	4 25
Queen, Mammoth, 28	
oz.	5 75

Olive Chow, 2 doz. cs.	
per doz.	2 25

PICKLES	
Medium	
Barrels, 1,200 count	7 75
Half bbls., 600 count	4 38
5 gallon kegs	1 90

Small	
Barrels	9 50
Half barrels	5 25
5 gallon kegs	2 25

Gherkins	
Barrels	14 50
Half barrels	7 75
5 gallon kegs	7 75

Sweet Small	
Barrels	16 50
Half barrels	8 75
5 gallon kegs	3 50

PIPES	
Clay, No. 216, per box	1 75
Clay, T. D. full count	60
Cob	90

PLAYING CARDS	
No. 90, Steamboat	75
No. 15, Rival assorted	25
No. 20, Rover assorted	1 50
No. 572, Special	1 75
No. 98, Golf. satin fin.	2 00
No. 808, Bicycle	2 00
No. 632, Tour'n't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	21 00@21 50
Short Cut Clear	19 00@19 50
Bean	19 00@19 50
Brisket, Clear	26 00@27 00
Pig	23 00
Clear Family	26 00

Dry Salt Meats	
S P Bellies	14 1/2@15

Lard	
Pure in tierces	11 1/2@12
Compound Lard	8 1/2@9
80 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1/2
8 lb. pails	advance 1/2

Hams, 12 lb. av.	
Hams, 14 lb. av.	18 1/2@19
Hams, 16 lb. av.	15 1/2@16
Hams, 18 lb. av.	16 1/2@17
Hams, dried beef	
sets	29 @30
California Hams	12 @12 1/2

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SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clipg. Johnson	30
Cigar Clipg. Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz pails	3 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mix, 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A. 4 oz.	5 04
F. F. A. 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug.	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gall & Ax Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	96
Lucky Strike, 10c	10 80
Le Redo, 3 oz.	38
Le Redo, 8 & 16 oz.	11 52
Myrtle Navy, 10c	5 76
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Curve 1 1/2 oz.	5 76
Old Crop 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 76
Plaza, 2 gro. cs.	5 76
Flow Boy, 5c	5 76
Flow Boy, 10c	11 40
Flow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C., 1 1/2 cut plug	70
Seal N. C., 1 1/2 Gran.	48
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 80
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80

TWINE	
Cotton, 3 ply	26
Cotton, 4 ply	26
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	9 1/2

VINEGAR	
White Wine, 40 grain 8 1/2	
White Wine, 80 grain 11 1/2	
White Wine, 100 grain 13	
Oakland Vinegar & Pickle	
Co's Brands.	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	10
Packages free.	

WICKING	
No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 75
Willow, Clothes, me'm	7 50

Butter Pates	
Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 250 in crate	65

Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	65
Cartons, 20 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2 complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

14

Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 45

Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
10 qt. Galvanized	1 70
12 qt. Galvanized	1 90
14 qt. Galvanized	2 10

Toothbrushes	
Birch, 100 packages	2 00
Ideal	85

Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3 Fibre	8 25
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25

Washboards	
Banner Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15

Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50

WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full count	15
Wax Butter, rolls	12

YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	58

YOURS TRULY LINES.	
Pork and Beans	2 70@3 60
Condensed Soup	3 25@3 60
Salad Dressing	3 80@4 50
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75
Extracts	@2 25
Chili Powder	85@2 12
Paprika	@ 85
Celery Salt	@ 85
Poultry Seasoning	85@1 25
Prepared Mustard	@1 80
Peanut Butter	1 80@2 80
Rolls Oats	2 90@4 15
Doughnut Flour	4 05@4 50

AXLE GREASE	
MICA	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

15

BAKING POWDER

Royal



10c size .. 90

1/4 lb cans 1 35

6 oz. cans 1 90

1/2 lb. cans 2 50

3/4 lb cans 3 75

1 lb cans 4 80

3 lb cans 13 00

5 lb cans 21 50

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 32

El Portana 33

Evening Press 32

Exemplar 32

Canadian Club, 300 lots 10

Worden Grocer Co. Brands.

Canadian Club.

Londres, 50s, wood 35

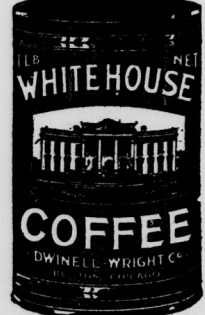
Londres, 25s, tins 35

Londres, lots, 30s 10

COFFEE

Roasted

Dwinnell-Wright Co's B'ds



White House, 1 lb

White House, 2lb

Excelsior, Blend, 1lb

Excelsior, Blend, 2lb

Tip Top, Blend, 1lb

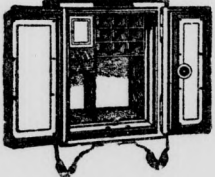
Royal Blend

Royal High Grade

Superior Blend

Boston Combination

Distributed by Judson



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

16

Grocer Co., Grand Rapids;

Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

PROVISIONS.



Apex Hams

Apex Bacon

Apex Lard

Excelsior Hams

Excelsior Bacon

Silver Star Lard

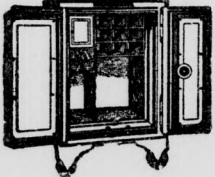
Silver Star Lard

Family Pork

Fat Back Pork

Prices quoted upon application, Hammond, Standish & Co., Detroit, Mich.

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

17

The only

5c

Cleanser

Guaranteed to equal the best 10c kinds

80 - CANS - \$2.80



SOAP

Lautz Bros.' & Co.

Acme, 30 bars 4 00

Acme, 25 bars, 75 lbs. 4 00

Acme, 25 bars, 70 lbs. 3 80

Acme, 100 cakes 3 20

Big Master, 100 blocks 4 00

Cream Borax, 100 cks 3 85

German Mottled 3 15

German Mottled, 5 bx. 3 15

German Mottled, 10 b. 3 10

German Mottled, 25 b. 3 05

Lautz Naphtha 100 ck. 3 85

Marseilles, 100 cakes 6 00

Marseilles, 100 cks 5c 4 00

Marseilles, 100 ck toil 4 00

Marseilles, 1/2 box toil 2 10

Proctor & Gamble Co.

Lenox 3 20

Ivory, 6 oz. 4 00

Ivory, 10 oz. 6 75

Star 3 35

Tradesman Co.'s Brand

Black Hawk, one box 2 50

Black Hawk, five bxs 2 40

Black Hawk, ten bxs 2 25

A. B. Wrisley

Good Cheer 4 00

Old Country 2 40

Soap Powders

Armour's 3 70

Babbitt's 1776 3 75

Gold Dust, 24 large 4 30

Gold Dust, 100 small 3 85

Kirkoline, 24 4lb. 2 80

Lautz Naphtha 60s 2 40

Lautz Naphtha, 100s 3 75

Pearline 3 75

Roseline 3 50

Snow Boy, 24s family size 3 75

Snow Boy, 60 5c 2 40

Snow Boy, 100 5c 3 75

Snow Boy, 20s 4 00

Wisdom 3 30

Soap Compounds

Johnson's Fine, 48 2 3 25

Johnson's XXX 100 5c 4 00

Rub-No-More 3 85

Nine O'clock 3 50

Scouring

Sapolio, gross lots .. 9 50

Sapolio, half gro. lots 4 85

Sapolio, single boxes 2 40

Sapolio, hand 2 40

Scourine, 50 cakes .. 1 80

Scourine, 100 cakes .. 3 50

Conservative Investors Patronize Tradesman Advertisers



Public Seating for all Purposes

World's Largest Exclusive Manufacturers

Church Furniture of Character

Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

American Steel Sanitary Desks

Built of steel to withstand strain. All parts are electric welded into an indestructible unit. Your school board should have our illustrated book B-C.

Motion Picture Theatre Seating

Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for FREE SEATING PLAN and book B-C-1.

Lodge Furniture

We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs. Write for book B-C-2.



American Seating Company

218 S. Wabash Ave., Chicago

Grand Rapids New York Boston Philadelphia

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

\$1,400 will buy stock of groceries and fixtures, well located in best city in State of Michigan. A dandy proposition for man and wife. Rent cheap. Nice living rooms above store. Address J. M. Wood, Flint, Mich. 768

Odds And Ends Sale—Mr. Merchant: If you have any odds and ends, stick-ers, articles that don't sell, my ten day auction clearance sale will turn these into money, will increase your monthly business, leave your stock clean and fresh and bring you a lot of new customers. All correspondence free. W. D. Hamilton, Galesburg, Ill. 767

No Sale! No Charge! Have several buyers for small stores. Send full description. Leon A. Kolvoord, Allegan, Mich. 766

For Sale Cheap—My entire property, consisting of house and store, stock groceries and fixtures, $\frac{3}{4}$ acre lot, some fruit, apple, cherry, grape and berries, chicken house and park, and wood house or will sell grocery stock separate. Nice location. Address I. T. Babcock, Freeport, Mich. 764

For Sale—Stock shoes and small line men's and women's furnishings in live, growing New York State city of 18,000. Stock and fixtures inventory about \$3,000. Gross sales past year, over \$12,000. Good opportunity for hustler. Rent reasonable. C. B. Lawton, Glens Falls, N. Y. 763

Gall Stones—Bilious colic is result; no indigestion about it; your physician can not cure you; only one remedy known on earth; free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 762

Cash meat market and grocery department, well equipped with machinery. Will sell for 50c on dollar from owner's inventory to settle estate. E. S. Dart, Administrator, 74 South Division Ave., Grand Rapids, Mich. 760

For Sale—Hotel, livery and potato cellar. \$4,000 cash or will exchange for merchandise stock up to \$6,000 and pay difference. Address No. 759, care Tradesman. 759

Reduce your stock before it depreciates in value. We get you the money and strengthen your trade at the same time. Write us if you want to sell or reduce stock. Address Michigan Sales Co., care Tradesman. 757

For Sale—Clean stock of shoes and gent's furnishings, invoice about \$2,500. Cheap rent. Business paying well. Town of 1,400, about 25 miles from Saginaw. Owner has other business interests. Address P. O. Box 137, Chesaning, Mich. 755

For Sale—One Lansing automatic steam engine, one engine 8 x 10 for driving 200 light dynamo; two good steam boilers; one watchman's clock; 350 feet of hose and all kinds of machinery and shafting. Enquire of the Freeman Manufacturing Co., Kalkaska, Mich. 754

For Sale—Stock groceries, some dry goods, with or without building. Doing \$20,000 yearly. Will consider small farm near city. Address No. 769, care Tradesman. 769

For Sale—Stock of dry goods, shoes, groceries; small town in good farming country. Established ten years and have good trade. Stock and fixtures inventory about \$6,000, which can be reduced. A splendid opportunity. Good reasons for selling. Address Harding & Company, Morley, Mich. 750

For Sale—Stock groceries in live town of 2,000 inhabitants. Inventories \$3,500. Reason for selling, wish to move to another State. Address No. 747, care Michigan Tradesman. 747

For Sale—One of the best hardware stocks in Southern Michigan, inventory about \$5,500. Will make terms to the right party. No old stock. Address No. 746, care Michigan Tradesman. 746

We will buy for cash, odd vests taken from men's suits, men's coats and vests, odd coats of any style, also men's, women's and children's shoes. Roberts Sales Co., 10-12 Crosby St., New York. 744

For Sale—Stock of men's, women's and children's shoes for 90c on the dollar. All new goods. Fred Kaercher, Hutchinson, Minn. 743

For Sale—Large safe, Mosler screw door, burglar proof money chest, 24 x 24 x 20, outside, with triple time lock enclosed in fire proof case, 70 x 62 x 40, outside. Used a few months. Cost \$1,500. \$650 takes it. W. H. Fettes, Plymouth, Ohio. 742

For Sale—Drug store in good town of eight hundred, in fine farming community. Will invoice about eight or nine hundred. Would take part cash and balance on time. J. H. Hutchings, Bancroft, Mich. 741

\$25 to sell your farm or business. Get our proposition or list. Pardee, Traverse City, Mich. 740

A good opening in a county seat town of 1,800 population for a dry goods, ladies' ready-to-wear goods, etc. stock; an up-to-date stock with hustlers wanted; a fine room can be leased after Jan. 1, 1914; only one good store; large territory to draw trade from; thrifty American farmers. Address A. D. Lemmon, Guthrie Center, Iowa. 738

For Sale or Trade—768 shares stock in a jobbing house in St. Paul, Minn., doing a good business. Book value, \$5050. Will trade for Michigan land unincumbered. Will consider nothing incumbered. Address C. W. Elston, Duuth, Minn. 737

Grocery and market in Denver, Colo.; live one; \$2,000. Write Washington Market and Grocery. 701 E. 22nd Ave., Denver, Colo. 735

Wanted—Merchandise stocks in exchange for choice Pecos Valley, Texas, irrigated land. Scott Lane, Springport, Mich. 661

Drug stock and fixtures for sale cheap if sold at once. Whole or part interest on contract. Locate to suit. Russell B. Thayer, Saginaw, Mich. 753

Wanted—Six cash carriers, 25 ft. hardware shelving with drawers. One computing grocery scale, one coffee mill. W. J. Gonderman, Lowell, Mich. 751

Good Opportunity For Retail Store—Wanted, the right man to open a furniture store in three story brick block; a branch house or an installment house would pay. Write for particulars to Geo. W. Muth & Son, No. 5 Opera House, Newark, N. Y. 752

Grocery—For sale; no trades; grocery and meat business in good county seat town in Nebraska; annual sales, over one hundred and fifty thousand dollars; best opportunity in the state for a live man. C. M. Taylor, Columbus, Neb. 728

For Sale Cheap—960 acres of the finest spruce in the state of Colorado, fourteen miles from Boulder; also a solid section of oak timber in Sharpe County, Arkansas. N. Emerson, 703 Metropolitan Life Bldg., Minneapolis, Minn. 727

Merchants Right Now! Time flies; look forward, not backward. Sales of every description. Gigantic money raising, reduction, dissolution, removal, publicity and closing out sales. Conducted by A. B. Clooney & Co., Progressive Merchandise Salesmen, 908 Great Northern Bldg., Chicago. 724

For Sale—Grocery, flour and feed store, centrally located, low rent, in up-to-date town of 2,000 inhabitants. Stock will invoice about \$6,000. Has made present owner \$15,000 in past six years. Address No. 722, care Michigan Tradesman. 722

For Rent—The Dye Building, N. W. Corner Main and 5th Sts., Dayton, Ohio. Frontage, 50 ft. on Main, 125 ft. on 5th. Floor space, about 50,000 sq. ft. Best corner in the city for a dry goods and department store. Six stories, with cemented basement. Steam heated; electric lighted; two elevators; janitor for heating plant. Now occupied and has been for the past ten years for the sale of furniture, rugs, wall paper, etc. Will lease for a term of years. Possession will be given at expiration of present lease, March 1, 1914. Address W. Workman, Dayton, Ohio. 713

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

Parties who have \$100 or more to invest in monthly payments will learn of a wonderful opportunity by addressing C. D. Norris, Mayo, Fla. 698

Notice—If you want cash for your stock of merchandise, write to the Merchant's Auction Co., Reedsburg, Wis., it will pay you. 655

For Sale—Stock of general merchandise, invoicing between \$4,000 and \$5,000, in town of 400 inhabitants. Good farming country. Run peddling wagon on the roads five days in the week. Reason for selling, poor health. Address No. 712, care Tradesman. 712

For Sale—\$7,000 stock clean merchandise (general), excepting groceries. Business established thirty-five years. Town 3,000 rich Michigan bean section. Only one competitor. Right man can make grand clean up. Must sell at once at price for cash or good security. Address No. 689, care Michigan Tradesman. 689

For Sale—Dental practice and outfit in city of 40,000. Doing good business. Bargain if taken at once. Address Dentist, Box 118, Lansing, Mich. 708

For Sale—Stock of boots and shoes in a good live town, good farming country surrounding. Stock and fixtures will inventory \$5,000. Must sell at once. Address No. 656, care Tradesman. 656

For Sale—Established hardware business, enjoying good trade, at Texas City, Texas; necessary cash consideration \$5,000, balance terms. Ill health compels sale. For particulars address J. M. Sheers. 690

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

Wanted—Stock of general merchandise, dry goods or shoes. Address O. G. Price, Macomb, Ill. 618

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—Best ladies' ready-to-wear and furnishings stock in the best city of 3,000 population in Michigan. Inventory about \$5,000. No old dead numbers. A bargain if taken at once. A member of the family must have a change of climate. Investigate. Address No. 705, care Michigan Tradesman. 705

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Look Here Merchants! You can collect all your old given up accounts yourself by our new plan. Enclose stamp for sample and full particulars. Pekin Book Co., Detroit, Mich. 512

Henry Norling, Reedsburg, Wis., expert merchandise auctioneer and author of The Secret of Successful Auctioneering, closes out or reduces stocks of merchandise. Write for dates and information. 336

HELP WANTED.

Salesman Wanted—In Ohio, Indiana, Illinois, Missouri and Iowa to handle the Acme all metal weather strip. Good side line. One merchant in every town will take agency. Liberal commission. No collecting. Small sample. Acme Sales Mfg. Co., Cairo, Ill. 765

Permanent position for grocery salesman in country and resort town. State wages expected and experience had. Iceland's Department Store Co., Saugatuck, Mich. 758

Druggist of 40 years' experience wants position in Michigan as manager preferred. Druggist, care Tradesman. 770

Young men of ability and honesty, wanting to engage in business and take full charge, write us. Must have capital and experience. Safe investment guaranteed. Address, Michigan Sales Co., care Tradesman. 756

Young man, good habits, experience not necessary, to sell paints, oils, disinfectants, etc. Salary or commission. Large profits and steady work. We will help you. The Alcatraz Company, Richmond, Va. 761

Wanted—An experienced groceryman to take charge, also money to invest in the business of the grocery department of our department store. A good chance for a live wire. Address No. 659, care Tradesman. 659

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591



On account of the cost of fine wash drawing and retouching of photographs for halftone engraving it is found for many subjects that a drawing or photograph on wood, carefully engraved, not only gives a better result for general printing and electrotyping purposes but can compete with the best halftone plates in artistic effect for many subjects, and that at less cost. Both are made by

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN

FIGHT TO THE LAST DITCH.

Kalamazoo Grocers Determined to Resist New Law.

Kalamazoo, Jan. 13.—Determined to fight to the last ditch the members of the Common Council responsible for the adoption of the amended weights and measures ordinance, opponents of the new law, are circulating petitions among the business men of Kalamazoo in vigorous protest to the obnoxious ruling made by the aldermen. The retail merchants affected by the new ordinance refuse to give way to the Council and will stand ready to fight the first attempted prosecution to a finish even if that be the Supreme Court.

It is understood that over \$1,000 has been enthusiastically subscribed by different retail merchants to fight the first case.

Section 15, if enforced, would place the merchant's business practically in the hands of his clerk, and according to an article, in a certain paper, the city attorney there, if he was correctly quoted, stated that the ordinance was not meant as a slap against the honesty of the merchant necessarily, but he thought a great many of their clerks were careless in their weighing, or words to that effect, and the ordinance would make the clerks more careful.

The ordinance requires the seller to attach to every article, merchandise or commodity sold by weight or measure, where said article, merchandise or commodity is delivered to any place other than the place in which said article, merchandise or commodity is weighed, and also requires the person delivering the same to deliver with said articles, merchandise or commodity, a bill which shall contain the name of the seller, and the article, merchandise or commodity so sold and delivered, and the weight or measure of said article, merchandise or commodity, together with the price charged therefor; said bill to be signed by the person weighing or measuring the same.

Evidently the seller stated in Section 15 of said ordinance means the merchant, and the person weighing or measuring the same would necessarily mean the merchant if he did the measuring or weighing, or his clerk if the same was measured or weighed by him. The merchants are cognizant of the fact that their clerks and employees do at times get careless, and especially at times when they are very busy, and when the public are demanding their goods, and when customers are crowding to be waited on first. The ordinance would require the seller, (who is the merchant meant in the ordinance) to see to it personally that every article of merchandise or commodity sold and delivered has attached thereto a bill as hereinbefore mentioned, and if he did not see to it personally and trusted to his employees to do it for him, or the delivery man, who might be a delivery man employed by several merchants, or in case any one of these persons in his absence from the store neglected to attach the bill as required by the ordinance, no matter how carefully the goods were weighed, the seller, (the merchant) would be compelled to remain at his store all the time and not leave even for the purpose of going to his meals, unless he could absolutely rely upon all of his help at all times.

The most dangerous result about the ordinance, to say nothing about the annoyance it will cause the merchants by reason of the extra work, is that it will place a doubt in the minds of the public as to the honesty of said merchant, in case any merchant, who is absolutely on the square, happens to get caught by reason of the negligence of his clerks, or the oversight of the delivery man, or the negligence of the delivery man in seeing to it that the bill is attached

as required by the ordinance, and in case of the merchant's arrest and prosecution in court, even though a court or jury shall acquit him, and there would be no question but that the merchants who were arrested for a violation of this ordinance, would lose hundreds of dollars' worth of business even though they were absolutely innocent of any wrong-doing. To be arrested for a non-compliance of the weights and measures ordinance would imply to the public mind that the merchant was doing a dishonest business, and a merchant might be absolutely honest and yet have his business ruined through the operation of said ordinance.

The ordinance places the merchants' business in the hands of others to such an extent that a discharged employe might on the day he was discharged, or before the time his discharge took effect, do the merchant hundreds of dollars' worth of damage by neglecting to do the things the ordinance requires, or changing the figures on some one else's sale bill, and allowing it to go out over the other clerk's signature. The ordinance would open the way to the discharge of honest, popular employes, by a jealous or dishonest employe who might want his position. On the other hand, in case of a dishonest merchant, the ordinance would not be a sure preventive of dishonesty, nor would it furnish the evidence to convict the right party in all cases. After the merchant's scales had once been fixed and passed upon by the weights and measure official, it would be an easy matter for the merchant, without the knowledge of the clerks, to change his scales for the day, or part of the day, by using a different weight or in some other respect, and thus make it possible for the merchant to steal from the public, and his innocent clerks would know nothing of it, and they would be certifying to what they believed correct weights, while, in fact, the dishonest merchant, through his scales, would be putting one over on his clerks.

The ordinance allows the cash dealer, who does not deliver, or the dealer who does not deliver, to do business without being governed by the ordinance. The merchant who accommodates the public, is put to all this extra expense and trouble, because he is good enough and kind enough to carry the public on his books from month to month, and a number of them for months at a time. It hardly seems fair that the dealer who delivers his goods should be required to do that, which the dealer who sells for cash, or the dealer who sells at his store and does not deliver, is not compelled to do. Under the ordinance it makes no difference if the goods are purchased and paid for at the store if the parties purchasing desire the goods delivered, even though he is present and sees the goods weighed and measured and put up, a bill must go with the goods to their destination and the seller (the merchant) must see to it that the bill is attached, and the clerk must see to it that the bill is attached, and if the order is composed of several different articles requiring different clerks to weigh, measure and put up the same, it would require either a slip for each part of the order that each particular clerk puts up, or it would require a passing from one clerk to the other clerks the first clerk's order book, and if this last has to be resorted to, it will make a great deal of work in the office, and if the different clerks are obliged to keep and use their respective order books, the numbering of the customer's duplicate slips will not correspond in numerical order with the book that is kept by the merchant, and this will make trouble and conflict when the customer attempts to figure up his slips for the purpose of making settlement at the end of the month or credit period, unless the merchant changes his system of keeping a record of his business. Of

course, this would not be the case with every merchant, because their systems of doing business are not all alike.

It would be very annoying, indeed, for the milkman, or his delivery man, to be obliged to leave with every order of milk, cream, etc., that he delivers to each of his customers, a bill, as the ordinance provides. Just think of the annoyance that it would cause him, as a great deal of the milk is left either on the front or back porch of the houses in the night time, or at least a long time before the occupants are up, and it would be a hardship to require of said milkman or his delivery man, to make out the bill required by the ordinance, for the reason that it would have to be done at the time of delivery and a great many times when the weather was bad and cold, as he would not know how much milk or cream the customer wanted until he arrived at the house, and took up the tickets left to cover the amount of milk, cream, etc., wanted, or the order left for same in whatever form it might be.

The ordinance is drawn from the wrong viewpoint, and will work more harm than good to the retail community.

Retail Grocers.

What Have You to Sell?

Written for the Tradesman.

The world wants and is willing to pay well for first class products. What have you to offer? Is it farm or garden products for food? Is it material for clothing or shelter? Is it manufactured goods? Or is it labor mechanical skill, salesmanship, fidelity, endurance, to plan, to teach, to advise, to lead or to judge?

Find out what you have in any of these lines; find out how to develop, to increase and to perfect what you possess; and then find the market. Find a market where you may obtain fullest compensation, not only in money but in pleasure, in satisfaction, in the realization of usefulness, in having served the best interests of your fellows.

E. E. Whitney.

Butter, Eggs, Poultry, Beans and Potatoes, at Buffalo.

Buffalo, Jan. 14.—Creamery butter, fresh 26@34c; dairy, 22@28c; poor to good, all kinds, 16@22c.

Cheese—New fancy 16½@17c; choice 15@15½c; poor to common, 6 fancy old 16½@17½c; choice, 15@15½c; poor to common, 6@10c.

Eggs—Choice, fresh candled, 35@36c; cold storage, 30@32c.

Poultry (live)—Turkeys, 20@22c; cox, 11@12c; fowls, 15@16c springs, 15@16c; ducks, 17@18c; dressed chick, 16@18c; turks, 20@25c; dhcks, 18@20c; fowls, 15@17c geese, 15@16c.

Beans—Marrow \$3@3.25; Medium, \$2.15@2.20; Peas, \$2@2.15; White Kidney, \$3@3.50; Red Kidney, \$2.75@3.

Potatoes—75@80c per bu.

Rea & Witzig.

A Trial Balance.

I like to think that my mind is one which makes a trial balance each night, and squares itself up. The profit and loss may be under assets, or it may be under liabilities. That's for the next day to overcome or add to, as the case may be; but at night, when the lights are out, and you go to sleep, is the time for you to put by the things of the day which have irritated you and realize that you are only one of the infinite number of human beings, and if you can't square yourself with yourself and make the footings of the asset and liability column alike, it is time there was a change.

Harry H. Blunt.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids, Jan. 6.—In the matter of Maynard & Andrus, clothing merchants of Sparta, the adjourned first meeting of creditors was held. The bankrupts were present and were examined by attorneys John G. Anderson, Cleland & Heald and Boltwood & Botwood. Claims were allowed as follows:

Fox River Garment Mfg. Co., Aurora, Ill.\$33.99
W. L. Douglas Co., Brockton, Mass. 42.00
The final report and account of Charles J. Rice, receiver, was considered and allowed. Hearing then adjourned without day.

Jan. 7.—In the matter of Oliver J. Cook, general store, Grand Rapids, the final meeting of creditors was held. The bankrupt was represented by Rogers & Rogers; creditors by Ben M. Corwin. Claims were allowed as follows:
Renfro Bros., Chicago\$31.50
Grand Rapids Electric Co. 5.80
A. J. Barnes, Grand Rapids 112.59
Consumers Ice Co., Grand Rapids 40.03
C. W. Mills Paper Co., Grand Rapids 15.28

There was not enough assets to pay any dividend to general creditors and no dividend was ordered. The final meeting was then adjourned indefinitely to allow attorney for creditors to file objections to the bankrupt's discharge.

Jan. 8.—In the matter of Eugene D. Tangney, merchant, Ludington, the referee has issued an order directing that the surrender value of insurance policy held by bankrupt amounting to \$484 be turned over to the trustee for the benefit of creditors.

Jan. 8.—In the matter of Maynard & Andrus, clothing merchants, Sparta, the referee granted the petition of the Mishawaka Woollen Mills Co. for the reclamation of goods sold on reserve title in the sum of \$811.96 and the goods have been turned over to petitioners.

Jan. 8.—In the matter of the Interchangeable Fixtures Co., of Grand Rapids, the trustee has filed report of sale of all the assets of the bankrupt to Don A. Cawthra for the sum of \$14,400 and the sale has been confirmed. This sale will provide funds to pay the mortgage indebtedness and leave a balance for general creditors and it is probable that a first dividend will soon be declared.

Jan. 9.—In the matter of the Grand Rapids Motor Truck Co., the referee has issued an order to show cause as to why the trustee should not be authorized and directed to sue stock holders for unpaid stock subscriptions. The return date of the order is set for Feb. 18, and the list of those to be sued includes some of the largest and most influential business men of the community.

Jan. 12.—In the matter of the Simpson Automobile Supply Co., the referee has issued an order and findings holding that the purchase of the assets of the bankrupt did not include cash on hand, receipts from books accounts and return premium on fire insurance policies, making a return to the trustee for the benefit of creditors of a sum of about \$425.

Jan. 13.—In the matter of John Goldberg, stone manufacturer, at Grand Haven, the final meeting of creditors was held. The report of the trustee shows assets on hand of the amount of \$52.50 and there not being enough cash on hand to pay the administration expenses the referee directed that no dividend be declared to general creditors. A certificate favorable to the bankrupt's discharge will be issued.

Jan. 13.—An involuntary petition in bankruptcy has been filed against the Bailey Electric Co., of Grand Rapids, and the matter has this day been referred to Referee Wicks for adjudication in the absence of the Judge Sessions. The petition alleges that the company is engaged in the manufacture of self-starting devices for automobiles.

Don't be the kind of a clerk who goes around telling people what he would do if he were running the store. If you know of ways to improve the service, tell them to the boss.

If you have been traveling right along in a beaten path year after year in your store methods, isn't it time to break away and do something different?

BUSINESS CHANCES.

For Sale—A shoe store in a good town of about 1,700. Good farming country. Good reasons for selling. Address No. 771, care Tradesman.

News stand (exclusive in village) cigars and confectionery, with laundry agency. Paying \$100 per month in best small town in Michigan. Write Judge, care Tradesman.

Wanted—By an established wholesale and manufacturing house in Grand Rapids, a business man who can furnish best of references and has \$5,000 to \$10,000 to invest with services. This is one chance in a lifetime. Answer at once to R-141, care Tradesman.

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Spring Wheat Flour

Made in Minneapolis

A Short Patent Flour Especially for
Family Trade

Costs a Little More—But Worth It

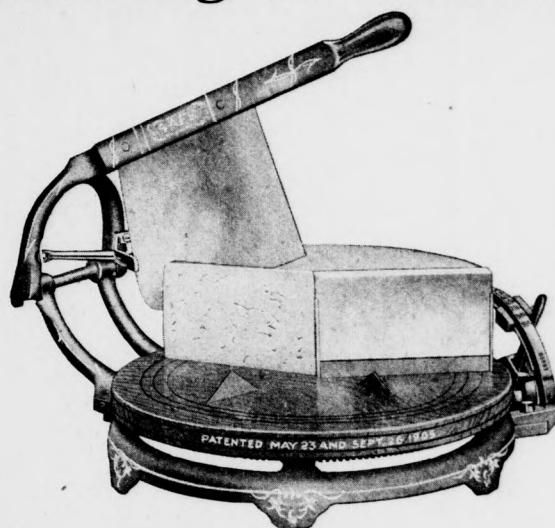
We Have Sold This High Quality Flour
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Always Uniformly Good

JUDSON GROCER CO.

The Pure Foods House
GRAND RAPIDS, MICHIGAN

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THE SAFE WAY

This is the cheese cutter that makes it possible for you to make a profit on cheese instead of selling it at a loss, because you don't have to guess at the size piece of cheese you cut. Saves you from losing by overweight.

If you want something handsome, something that will draw the trade, get in touch with us.

QUALITY? No one questions the High Quality of the SAFE Cheese Cutter. All who have tried it are well pleased and we know you would be.

Put your finger on the leak. Don't give away profits on cheese.

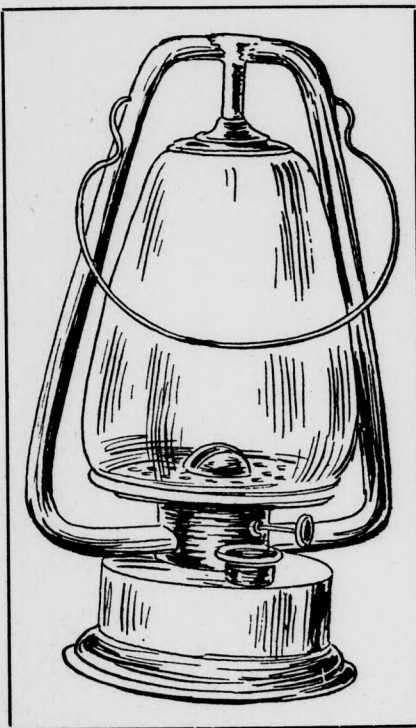
The best for ten years and the best to-day.

A matchless cutter at a matchless price. Made a little better than necessary.

The only inducement for you to buy the SAFE is to better yourself.

May we tell you more about it? Write for prices.

Computing Cheese Cutter Company
Anderson, Ind.



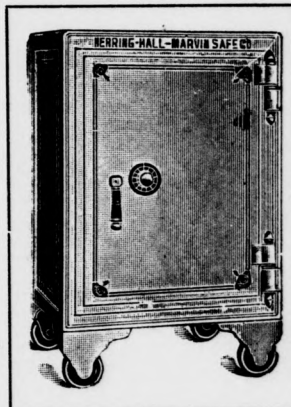
Hang Out a Lantern!

"If you know where there is a dangerous spot in the road, it is your duty as a good citizen to hang out a red light whether you are paid for it or not."—*W. L. Brownell.*

If you do not own a good reliable safe, a safe big enough and strong enough to hold and protect your valuable books, papers and cash, there is a right dangerous spot ahead of you on your business highway which you are more than liable to fall into. There are

Some Chances You Cannot Afford to Take

Why take the chance of losing thousands of dollars, when by the expenditure of a small amount of money you can eliminate this chance from your business entirely. We can furnish you with a first-class safe for less money than you can buy elsewhere.



WRITE US TO-DAY AND WE WILL GIVE YOU FURTHER INFORMATION

GRAND RAPIDS SAFE CO. Tradesman Bldg., Grand Rapids, Mich.

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One More Ply Than Other
Standard Tires

**3500 Mile Guarantee---
Backed by Big Firm**

Terms—60 days to pay in

Stock in Large Cities—

Ship in 24 hours

3 and 3½ inch, 6 ply—4 and 4½ inch, 7 ply.

15%

More Profit For You

Write for Local Exclusive Agency and Discounts

Fabric:

Finest grade of combed Sea Island and Egyptian Fabric tested and inspected, impregnated with Upper River Fine Para Rubber, built up wall by wall.

Wall:

Defiance Walls are heavier than other casings. They contain **One More Ply** of fabric and friction per size than other standard tires. Each ply scientifically cured and vulcanized until the wall becomes one solid mass.

Cushion Layer:

A blend of Pure Upper River Para Rubber applied layer by layer gives rubber a zig zag grain, vulcanized into one solid mass.

Breaker Strip:

Sea Island Cotton Fabric impregnated with Upper River Fine Para Rubber.

Thread:

Extra thick, a secret blend of Para Rubber and compounds. Very tough and still resilient. This tread is acknowledged by manufacturers to be one of the best, if not the best on the market.

Bead:

Combed Sea Island Cotton Cord filled with Upper River Fine Para Rubber, with core of hard rubber or steel cable, according to style of casings.

DEFIANCE TIRE GUARANTEE

3500 Mile Guarantee. Defiance Casings are guaranteed to give service up to 3500 miles under fair usage, and claims for insufficient mileage will be adjusted on a mileage basis when casings are returned. Defiance Casings are not guaranteed against bottle cuts, rock cuts, or being run flat. These are the unusual conditions not covered by our guarantee.

DEFIANCE TUBE GUARANTEE

Guarantee. "DEFIANCE GRAYS" are guaranteed to give service for one year and against all defects of workmanship and material. It is understood that this guarantee will not cover tubes that have been rendered unserviceable, due to pinching, punctures, or blowouts.

Standard List Smooth Tread

Regular Clincher	Quick Detachable Clincher	Straight Side or Dunlop
28 x 3...10.95	30 x 3½...15.75	30 x 3½...15.75
30 x 3...11.70	31 x 3½...16.25	32 x 3½...16.75
30 x 3½...15.75	32 x 3½...16.75	34 x 3½...17.75
31 x 3½...16.25	34 x 3½...17.75	34 x 4...24.35
32 x 3½...16.75	30 x 4...21.15	
34 x 3½...17.75	31 x 4...21.95	
30 x 4...21.15	32 x 4...22.75	
31 x 4...21.95	33 x 4...23.55	
32 x 4...22.75	34 x 4...24.35	
33 x 4...23.55	35 x 4...25.15	
34 x 4...24.35	36 x 4...25.95	
35 x 4...25.15	34 x 4½...33.00	
36 x 4...25.95	35 x 4½...34.00	
34 x 4½...33.00	36 x 4½...35.00	
35 x 4½...34.00	37 x 4½...36.00	
36 x 4½...35.00	36 x 5...40.75	

Standard List Tiger Tread

Regular Clincher	Quick Detachable Clincher	Quick Detachable Dunlop
28 x 3...12.80	30 x 3½...18.40	30 x 3½...18.40
30 x 3...13.70	31 x 3½...19.00	32 x 3½...19.60
30 x 3½...18.40	32 x 3½...19.60	34 x 3½...20.75
31 x 3½...19.00	34 x 3½...20.75	34 x 4...28.50
32 x 3½...19.60	30 x 4...24.75	
34 x 3½...20.75	31 x 4...25.70	
30 x 4...24.75	32 x 4...26.60	
31 x 4...25.70	33 x 4...27.55	
32 x 4...26.60	34 x 4...28.50	
33 x 4...27.55	35 x 4...29.40	
34 x 4...28.50	36 x 4...30.35	
35 x 4...29.40	34 x 4½...38.60	
36 x 4...30.35	35 x 4½...39.80	
34 x 4½...38.60	36 x 4½...40.95	
35 x 4½...39.80	37 x 4½...42.10	
36 x 4½...40.95	36 x 5...47.65	

Standard List Tubes

28 x 3...2.65
30 x 3...2.80
30 x 3½...3.50
31 x 3½...3.60
32 x 3½...3.70
34 x 3½...3.95
30 x 4...4.30
31 x 4...4.45
32 x 4...4.60
33 x 4...4.75
34 x 4...4.90
36 x 4...5.20
34 x 4½...6.15
35 x 4½...6.30
36 x 4½...6.45
37 x 4½...6.60
36 x 5...7.55

DEFIANCE AUTO TIRE MANUFACTURING CO.

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